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Be



C. W. "Dad" Harrold in His Workshop.
Eighty-one years young in October
this is his 50th Horticultural year.

OUR 50TH ANNIVERSARY

1952

WHOLESALE PRICES
See Green Pages

Harrold's Pedigreed Strain

PANSIES

PRIMROSES

TUBEROUS BEGONIAS

HOLLAND BULBS

VIOLAS

Harrold's Pansy Gardens and Greenhouses

HORTICULTURISTS SINCE 1902

P. O. BOX 29

GRANTS PASS

OREGON, U. S. A.

Our 50th Year

Back in 1902 the age of Americas' development had just begun. Our modern age had not yet even been visualized by the most forward looking men in the way it has developed today. This was true in the horticultural profession as well as with science and mechanics although horticulture can easily be called a science. It was at this time that our firm had its foundation and we feel proud that we have been able to grow with the industry, developing many of the "firsts" in our particular field.

Our first commercial greenhouse was hardly larger than many home conservatories of today and the glass was obtained from the local photographer - old glass plates that had been used for portraits. These were cleaned and used in the roof of a greenhouse 18x24 feet in area. From the start Pansies were a serious interest and these have remained a major specialty with us to this day and even now much development work is still in process.

The year 1915 brought floods to our range of seven greenhouses in Central Illinois resulting in a complete change of direction in our work. Removal to West Plains, Mo. and concentration on Pansy breeding brought this subject into sharper focus and much development resulted from work done at that location. However, by 1923 it had become apparent that seed production there was impractical because of the climate so a three year search was started for a suitable location for seed growing. More than 40,000 miles of travel resulted in the selection of Oregon as the best combination of conditions for the continuation of our work.

A seed farm was established in 1925 on an experimental basis at Reedville, Oregon, but after two years was discontinued in favor of the present Grants Pass location in 1927. This has been our headquarters since that time although our interests have greatly expanded into other subjects and our Pansy developments have been many. Now we do a great deal of our growing in scattered localities from Northern Oregon to Central Calif.

Our founder, C. W. Harrold, is still active at 80 and remains in charge of our growing and development work. He is the oldest active Pansy Specialist in the United States today both in point of years and time of activity in this field and it has been to his efforts that many new developments in Pansies may be credited. The first strain of Pansies developed for strictly cut-flower production originated from our gardens back in the 20's. We originated the first pot culture Pansies for pot and window box culture at about the same time. Many of our developments, however, have been in the production phase and have not been apparent to the gardener and Florist because they were not so visual. Among these developments have been harvesting and milling methods which have greatly increased the viability of our seeds, making them store better and give higher production when planted. In the beginning few Pansy seeds would produce more than five to seven thousand plants to an ounce and usually an ounce contained around 25,000 seeds. Improved culture, larger seeded varieties and advanced breeding has resulted in the reduction of the number of seeds to the ounce to about 21,000 but average production has increased to ten or twelve thousand plants under good culture.

Much improvement has occurred in flower size and texture as well as coloring and plant habit since 1902. Then flowers of 1½ to 2 inches was large compared to many flowers of 4 inches or more today with equally good culture. Plant habit has been developed toward a more upright growing less leggy form and the flower stems are much longer and lend themselves to use in bouquets. Possibly as much utility of Pansies, however, has been the development of a hardiness that makes them easier of culture and useable in more situations in the garden. At the turn of the century Pansies were commonly grown as a shade or semi-shade plant. Modern strains, through progressive development now enjoy full sun and much prefer a mixture of sun and light shade. Blooming season has been much extended and with modern strains it is now possible to have Pansies in nice bloom all the year except for the freezing months and in the greenhouse even then it is possible.

In presenting here our 50th seasons list of Harrold's Pedigreed Strain Pansies we do so with the confidence of experience and the knowledge that they will give you much pleasure and beauty. We shall look forward to serving you this season.

They're NEW for '52....
HARROLD'S PEDIGREED
American Giant
Pansies

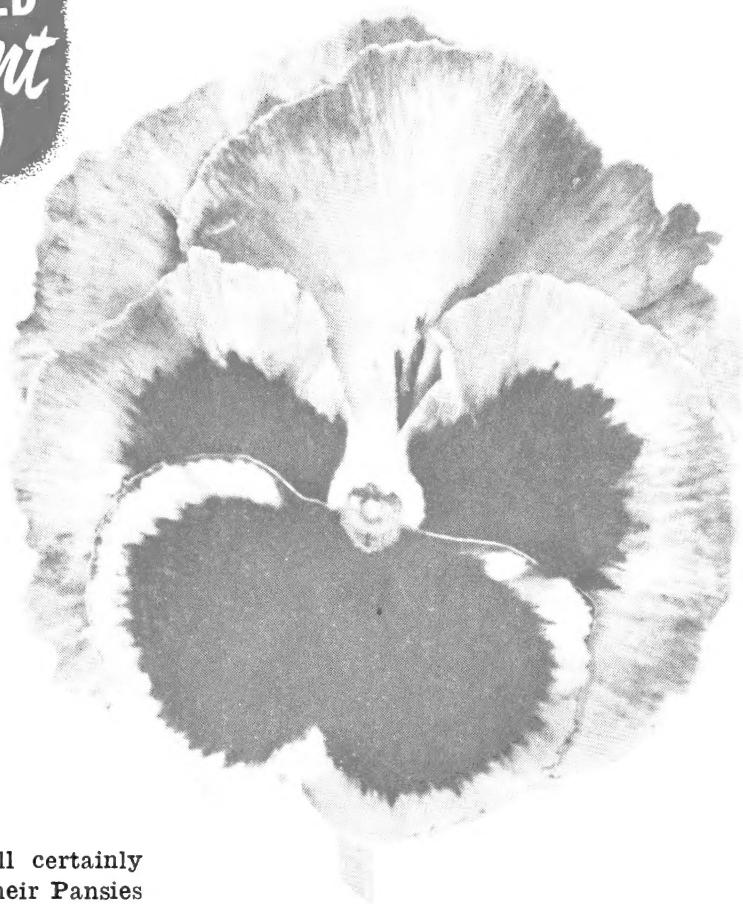
NEW COLORS

GIANT SIZE

LONG STEMS

EARLY FLOWERING

ROBUST ^A_N_D HARDY



This new race of Pansies will certainly please those fanciers who prefer their Pansies large in size, deep in color and velvety in texture. We feel proud to offer them as our fiftieth anniversary introduction. Description of necessity must be a comparison of some sort that many gardeners know. In this instance the most widely known strain of similar type would be the popular "Swiss" types although this new race is much improved and a decided step forward in the development of "Fancy Type" Pansies. As much so as the "Swiss" race was at the time of its introduction.

The plant habit of these Harrold's Pedigreed American Giants is compact and robust bearing flowers with exceptionally long stems well above the foliage. They have foliage of bright green with huge leaves and the plants have proven to be of the hardiest constitution. They winter well, bloom early in spring after the winter rest and continue to bloom well into the hot weather. In fact they stand heat the best of any Pansy we have grown. Because of this a planting made in early spring right where the plants are to bloom usually results in an attractive bed right through the summers heat followed by a brilliant display as the cooler fall days come. Well resistant to the very few pests and diseases that affect Pansies.

The flowers are very large - on a par with our famous Harrold's Pedigreed Giant Art-shades - but the velvety deep tones set them apart from most other Pansies. There is a predominance of red in the color blend with many deep red shades or multicolor flowers that have red in the color combination. Blue and purple are of course represented in moderate numbers but it is the bronze and pink shades that attract the attention. Yellow is of course present but in balanced proportion and there is practically no white. Self colors have not so far developed to a noticable degree in this mixture. Many multicolor combinations, however, are entirely new. The seed and test beds of this variety have been a center of attraction in our nursery for the past two years.

SEED PRICES: (Supply will be limited this year) Packet, about 200 seeds, \$3.00; $\frac{1}{16}$ oz., about 1500 seeds, \$10.00.

PLANTS FROM OPEN FIELD BEDS: Ready after Sept. 25th. - 12 for \$2.50; 25 for \$4.00; 50 for \$6.50; 100 for \$11.00 postpaid anywhere in the U. S. A.

SELECTING AND GROWING

HARROLD'S Pedigreed Strain PANSIES**Easily Grown Almost Anywhere****In Bloom For Months In Most Climates****Hardy Practically Anywhere**

The breeding and experience that has developed this group of Pansy varieties affords you the ultimate in quality in this universally popular, easily grown garden flower. Excepting the Harrold's Tall Cut-Flower variety they will all withstand 10 to 15 degrees of freezing without protection and when given light protection, such as is given other moderately hardy perennials in your climate, they are hardy in any part of the U. S. and Canada.

The flowering season of most varieties can be extended over a season of a least six months and in many favored climates over the entire year. American bred and grown for our American gardening conditions and taste, they afford the finest selections you can obtain. Selections that properly made and with reasonable culture will give unsurpassed results. Naturally your local climate, garden situation and the care given to their culture will determine the final result to some degree but you must have good variety and strain quality as a foundation. Originally our work was exclusively in supplying the critical professional grower and we still do this to the extent of something over 6,000 florists, nurserymen and seedsmen. During the past few years, however, we have also served more than 35,000 home gardeners.

WHEN TO PLANT PANSIES

The largest Pansy flowers are produced by plants that flower in early spring from seeds sown during the previous July, Aug. and Sept. These seedlings are transplanted into the beds where they are to bloom or to cold-frames in Sept., Oct. and Nov. The transplanting should be done early enough so that the plant may become established before severe weather comes. Beds must have good winter drainage and in cold climates a light mulch of straw or marsh hay may be required after the ground has been frozen for the winter. In the warmer States the planting season extends over a longer period and usually no protection is required, in fact in the south and west coastal areas they may be grown as a winter bedding plant, blooming most of the winter. July planting is advisable in the far north. It is not advisable to plant too early for your climate, however, because when weather is really hot some difficulty may be experienced in obtaining good germination of the seeds unless considerable care is taken.

The seeds may also be planted indoors in Jan. and Feb. for plants that are to be set out in early spring for flowering from May on through the summer. Seeds may also be planted in outdoor beds where they are to bloom, sowing the seeds in April or May after the soil warms up for easy germination. These will give their best display during summer and fall.

In most U. S. localities Pansies planted at several periods during the year will give nice beds during the entire gardening season from the earliest blooming of spring bulbs until after all the bedding annuals have been killed by frost. The packets offered in this catalogue have been made

intentionally liberal so as to encourage more widely spaced plantings and give you a full years enjoyment of Pansies at a very modest cost. For those who desire smaller quantities of many different kinds, we offer a select list of collections. No sales will be made that differ from the specific offers made herein.

FREE CULTURE BOOKLET

Our booklet "MODERN PANSIES" Their History, Culture and Habits will accompany all orders for seeds or plants. This gives complete information needed for your success with Pansies.

THE VARIETY TO SELECT

The selection offered in this catalogue is the most complete made by any grower of seeds or plants. At first glance the mere scope of the selection may be confusing but each variety has its own characteristic and use.

In mixtures the price range to some extent is an index to the capabilities of the variety as to the size of flower and richness of color range. The more costly are the more highly bred and more recent of introduction. There are colors and combinations in these varieties that are not included in the older and less costly sorts. From the standpoint of quality, however, all Harrold's Pedigreed Strain varieties are grown to a quality not a price.

BEDDING MIXTURES

In general there are two distinct groups of these. The so-called EXHIBITION GROUP is the largest flowered generally and the most useful where mass plantings in the most showy colors viewed from a distance is desired. The color formulas usually are of lighter shades that show to brilliant effect and this brightness is enhanced by the fact that this group has a characteristic smaller center blotch and develops more of the self (plain colors) than the fancy group.

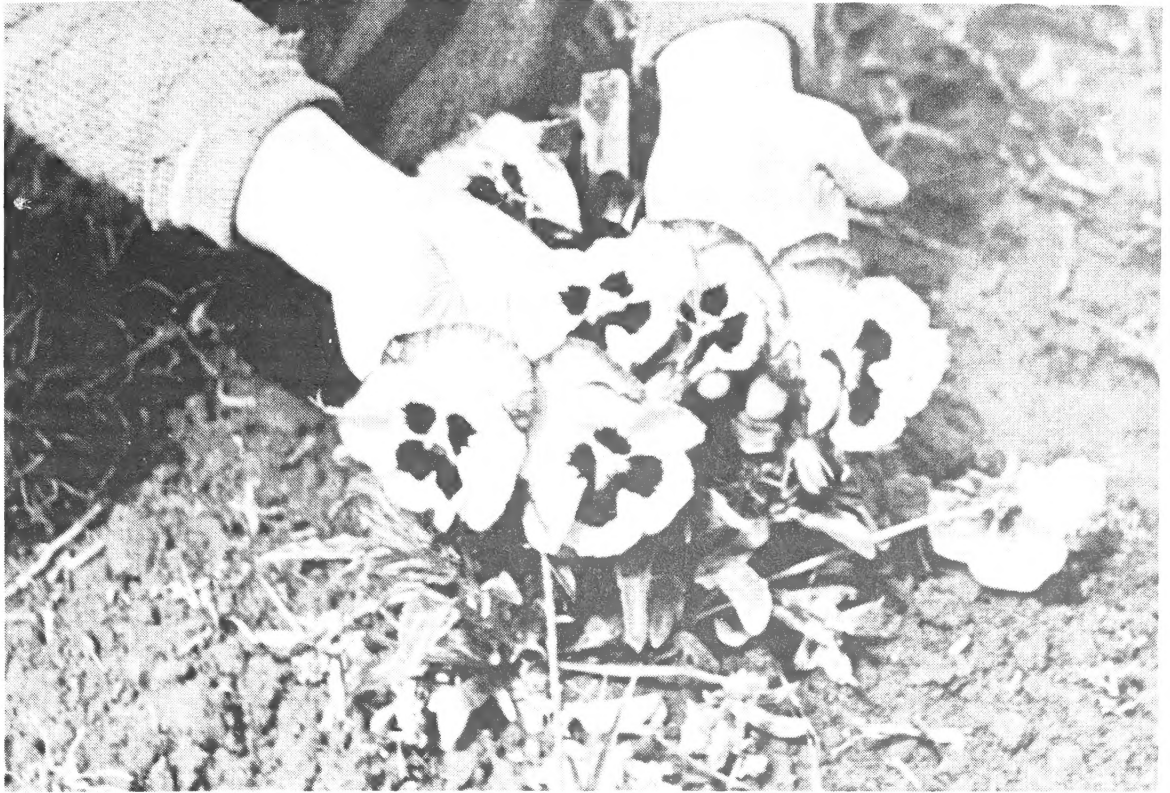
The FANCY GROUP gives truly giant flowers in the darker and more velvety shades. The center blotch is large, covering three and sometimes all five petals over as much as half their area. The general effect is much darker on overall color tone and so at a distance this group does not show so brilliantly. However, when viewed as individual plants or where planted in spot plantings about the garden they are most useful and attractive.

EXHIBITION MIXTURES

We consider our Harrold's Pedigreed Giant Art-Shades to be the largest flowered in this class and the most desirable. The color range is modern and in every way these meet the most popular demand. Our Harrold's Pedigreed Giants are an older strain, the parent strain of the Art-Shades and are considered still by many of our gardening customers to be most preferable.

FANCY MIXTURES

This year our new introduction, Harrold's Pedigreed American Giants, of course heads the list in this class. This is followed by our Harrold's Pedigreed Swiss Giants which has been our top strain in this group for several years. Harrold's Improved Swiss is an old standby preferred by many since its introduction back in the '20-s.



This seed parent in one of our seed fields demonstrates the compact, free flowering habit of our Harrold's Pedigreed Strain Pansies. Comparison with the adults hands gives some idea of the flower size potential when well cultured.

COMBINATION MIXTURES

C. W. HARROLD'S PRIVATE BLEND tops the list in this class and was our 1949-50 novelty introduction. We suggest a careful examination of its description farther over in this booklet. Harrold's All-American Bedding Mixture is another combination mixture that merits attention by the gardener who is interested in as much variety as possible in a single sort at an economical price.

NOVELTY MIXTURES

We afford a selection of several of these that are developed either with a special growing condition in mind or a special color range that adds variety and enjoyment to your gardening. Certainly these several varieties merit your consideration.

FORMAL COLORS

This group of separate color selections are ideal for planting beds or borders that are to carry out a specific color scheme and they are the cream of this type of stock to be obtained. All are as true to color as any stock commercially available but where strict color uniformity is desired over-planting and selection will be required as no Pansy plants grown from seed may be depended on to be 100% true to shade or even color. Generally color uniformity will be true from 80 to 90% but we suggest that over-planting of 25% or more be practiced and selections made for planting as the first blooms appear on the plants.

Select Several Types For Variety
And Full Enjoyment

WINTERING PANSIES

Pansies and Violas are much hardier than many gardeners realize. They will winter outdoors in most sections of the U. S. A. and Canada with little or no protection. Where temperatures normally don't go below 15 degrees above zero it will be found that protection is of little need and mulching in wet climates is to be advised against.

Plants that are to winter in open beds where temperatures below 15 degrees is expected should be planted by Aug. 20th and transplanted as soon as they have 6 to 8 leaves into the beds where they are to winter. This will probably be by early or mid-Oct. No protection should be given until the bed is frozen, then evergreen boughs may be turned up-side-down over the bed or a light mulch of straw or marsh hay applied. This is left on until the spring thaw and should not be so heavy but that some of the leaves are visible. The purpose of a mulch of this kind is not to raise the temperature of the bed but to slow down the freezing and thawing cycle that may kill the plant by "spewing", causing damage to the roots. This is the only danger and not the cold itself.

Beds where Pansies are to be wintered must have good drainage as the combination of cold and wet feet may prove fatal and if not will certainly damage the plants, causing small flowers and weak growth the following spring.

Wintering in cold-frames may prove less troublesome and more certain although with a little care it is not a necessity. You can have very satisfactory Pansies with reasonable attention to details as outlined in our culture booklet sent with each order.

OUR NOVELTY
1949 - 50



C. W. Harrold's

PRIVATE BLEND

The name here is most descriptive as this strain has been the personal project of the founder of our firm who is now the oldest active Pansy breeding specialist (80 years), with 50 years of horticultural experience, in the U. S. A. Blend denotes the fact that it is formula blended from several different stock lines so that we know that its variety and novelty is going to be attractive to you.

It may be that a bit of background history would be of interest. Much of the basic lines that go into this blend have their foundation in development work we did more than 25 years ago. As early as 1929 we were working with breaks that produced many orchid and pastel shades. These, however, at first refused to be hardy enough or have sufficient vitality to withstand the gardening conditions that the average gardener was sure to give them. We felt that by 1940 we had a useable strain and we introduced it as Harrold's Pedigreed Giant Art-Shades - Orchid Selection. At that time it was the equivalent of the present day so called "Hybrids" but we were still not satisfied and so during the war years it was withdrawn for further development. Just where the name "Hybrids" enter into this is difficult to determine for as far as is known this type of stock originated from natural breaks in normal Pansy stock and they have been developed by selective, not cross breeding with a different variety of the Viola family as would be the case were they truly hybrids from a technical standpoint.

The faults of earlier stock of this type was mostly their inability to stand the elements. The sun burned them in hot weather and the wind damaged the flowers. This we have

eliminated almost entirely and they truly carry their beauty to your garden in a manner that does not need unreasonable babying. The early breaks were of Albino nature thus quite weak of constitution and it has remained for careful breeding to reduce this trait to a practical degree.

As now represented this blend probably carries over 800 colors and color combinations and markings. Many are new and not released before except in our Pedigreed Novelties. Most notable are the soft pastel and poly-chrome shades with lightly penciled throats overlaying shades of brown, maroon and orange. Usually the ground color of these flower types are pastels of orchid, lavender, cream-pink, terra cotta and heliotrope. For color contrast some more definite deep colored types are included in the blend but the overall effect is a light color range.

SEED PRICES: Per packet, about 300 seeds, \$3.00; $\frac{1}{32}$ oz., about 750 seeds, \$5.00; $\frac{1}{16}$ oz. \$9.00; $\frac{1}{8}$ oz. \$15.00; $\frac{1}{4}$ oz. \$25.00.

PLANT PRICES: Ready after Oct. 1st. 12 for \$2.25; 25 for \$3.75; 50 for \$6.50; 100 for \$11.00; 250 for \$20.00 postpaid.

Harrold's Pedigreed NOVELTIES

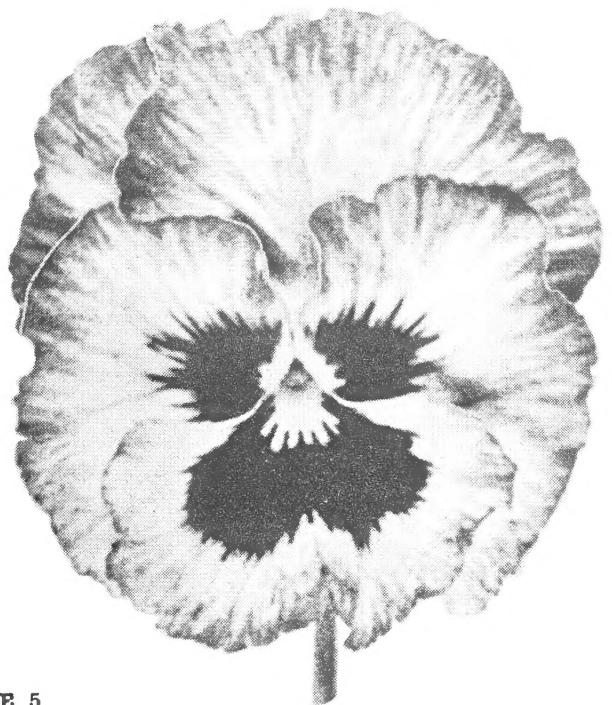
The seeds sold under this name are a blend composed of surplus from our breeding and development work, therefore the supply is always limited. The name has remained constant since this stock was first offered in the early '30s but the seeds contained in the formula is different from year to year. Because of this they can not be priced as ordinary seeds but are offered and recommended to the fancier who is looking for novelty. The mixture does contain much that may develop similar to the better of the other Harrold's Pedigreed Originations. It also contains crosses made on these parents that will be different and interesting. Generally it is a type of seed not usually available to the public.

Any attempt to describe the coloring, type or form is impossible because of the very wide range of parent stock and the fact that the seeds supplied last year may not even resemble the blend supplied this season. The considerably reduced picture at the right shows but one of many unusual markings to be found in this blend. An effort is made to include only those stocks that maintain a high standard of form, substance and hardiness so they will be satisfactory under general garden culture.

SEED PRICES: Per Pkt. about 300 seeds, \$3.00; $\frac{1}{16}$ oz., about 1500 seeds for \$10.00.

PLANTS FROM OPEN FIELD BEDS:
Ready after Oct. 1st., 12 for \$2.25; 25 for \$3.50; 50 for \$6.00; 100 for \$10.00 postpaid.

PRIMROSES ARE
A GOOD COMPANION
FOR PANSIES

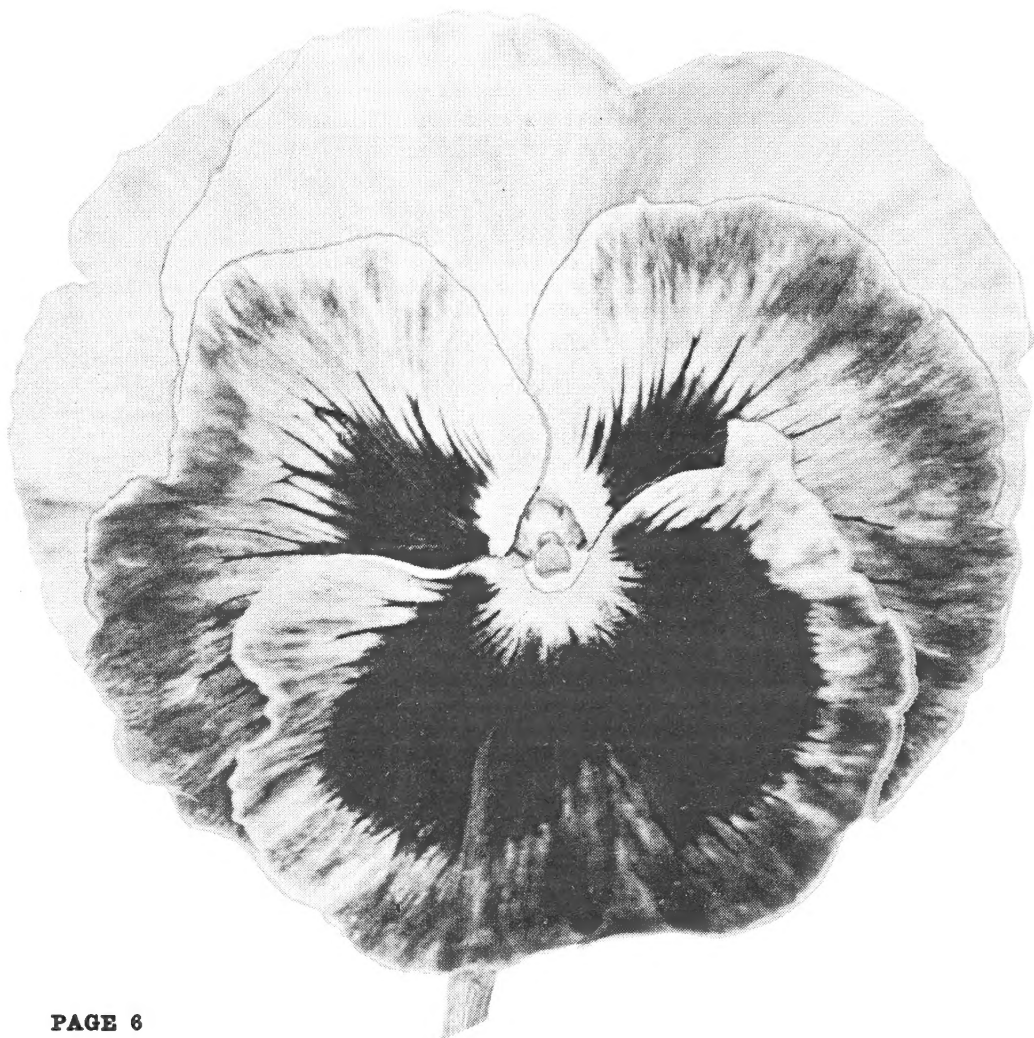


*Harrold's Pedigreed***GIANT ART-SHADES**

We consider this to be **THE FINEST EXHIBITION** type of Pansy available today. With good culture the flowers are extremely large (we have had them 5 inches across in the seed production fields) with excellent substance. They are probably the earliest flowering of the real giants and the coloring is very brilliant. Normally there are more than 500 color combinations and markings in this mixture with many pastel shades as well as pure, deep colors. The markings, typically Exhibition, range from self colors through the dainty penciled to the tri-color blotches having a veritable rainbow of color in a single flower like the one illustrated below. Plant habit under good culture, is equally robust and this variety is hardy under reasonable treatment anywhere in the United States. For mass bedding these are not excelled because of the brightness of the color range. At the same time many unusual specimens may be selected from the mixture for the individual spotting of color in the garden. Flower stems are quite long and stiff making good bouquet material. These are an improved progeny of our Harrold's Pedigreed Giants listed on the next page.

SEED PRICES: Per packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$4.00; $\frac{1}{8}$ oz. \$7.50; $\frac{1}{4}$ oz. \$13.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$45.00.

PLANTS FROM OPEN FIELD BEDS: Ready about Oct. 1st., 12 for \$1.75; 25 for \$2.50; 50 for \$4.00; 100 for \$7.00; 250 for \$12.50; 1,000 for \$45.00 postpaid.





GIANT SIZE
VERY HARDY

Harrold's
PEDIGREED GIANTS

Introduced by us in 1929 this variety remained at the top of the list of **EXHIBITION TYPE** Pansies until superceded by its progeny the Harrold's Pedigreed Giant Art-Shades. Among our professional customers it has retained its popularity because of its satisfactory performance and the reasonable cost of the seeds.

The flowers are very large when given good culture in a suitable situation and the plants are compact, robust and with good hardiness. They bloom among the very first in the spring and continue well into the summer if a bit of care is taken to see that they have adequate food and water. The color range is satisfactorily varied and the flower markings are typical of the Exhibition group. Many self colors as well as penciled and small blotched centers are included. Many flowers over 4 inches are usually produced with good culture.

SEED PRICES: Per packet, about 500 seeds, \$1.50; $\frac{1}{16}$ oz. \$3.00; $\frac{1}{8}$ oz. \$5.50; $\frac{1}{4}$ oz. \$10.00; $\frac{1}{2}$ oz. \$18.00; 1 oz. \$35.00.

PLANTS FROM OPEN FIELD BEDS: About Oct. 1st. and later, 25 for \$2.00; 50 for \$3.50; 100 for \$6.00; 250 for \$11.00; 1,000 for \$38.00 postpaid.

MODERN PANSIES - By C. W. and M. E. Harrold

In order that you may grow Pansies easily and more satisfactorily we issue a comprehensive culture booklet under the above title. As far as we know this is the most complete treatise on Pansy culture now in print comprising some 7,000 words of text describing the history and habits of Pansies as well as the most minute cultural detail both for the home gardener and the commercial grower producing plants in quantity. This booklet is **FREE WITH EVERY ORDER** for either Pansy or Viola seeds or plants. Those desiring the booklet alone may obtain a copy by remitting **TWENTY-FIVE CENTS IN COIN**. It will be sent postpaid.

THIS HARROLD'S PEDIGREED SWISS GIANT is quite typical of this variety in form and marking. Reproduction is about natural size of the flower photographed.



Harrold's Pedigreed **SWISS GIANTS**

Until the introduction this year of our Harrold's Pedigreed American Giants, this has remained our top "FANCY" type pansy of the past several years. These differ from the "Exhibition" type in the characteristic coloring and markings as you can see from the comparison of pictures shown.

In "Fancy" type Pansies the center blotch is usually quite heavy and covers a half or more of the three bottom petals; sometimes all five petals. The ground colors are usually different in character and tonal range even in those having lighter center blotch and it is to be recommended that for the greatest variety that you plant both types or use a blended mixture that contains both.

The flower size of these is very large and plant habit robust. They are as hardy as any bedding giant and flower stems are pleasingly long. Flower substance is very good. Flower color range is in darker shades than Exhibition varieties and many red, bronze and brilliant dark yellows are included. For variety we suggest that these and Harrold's Pedigreed Giant Art-Shades both be used.

SEED PRICES: Per packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$4.00; $\frac{1}{8}$ oz. \$7.50; $\frac{1}{4}$ oz. \$13.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$45.00.

PLANTS FROM OPEN FIELD BEDS: After Oct. 1st., 12 for \$1.75; 25 for \$2.50; 50 for \$4.00; 100 for \$7.00; 250 for \$12.50; 1,000 for \$45.00 postpaid.

Harrold's IMPROVED SWISS - -

When a good "Fancy" type of Pansy mixture is desired and price is a consideration this is a most satisfactory sort to use. It is of course not as highly developed as our Harrold's Pedigreed American Giants or Harrold's Pedigreed Swiss Giants but is in a way the ancestor of both. It was developed early in the popularity of the "Swiss" type of Pansies and improved to the American gardening conditions and preference. Flower size is large, often as large as 4 inches and the color blend is exclusive with many rich shades.

SEED PRICES: Per packet, about 500 seeds, \$1.00; $\frac{1}{16}$ oz. \$1.90; $\frac{1}{8}$ oz. \$3.25; $\frac{1}{4}$ oz. \$5.50; $\frac{1}{2}$ oz. \$10.50; 1 oz. \$20.00.

PLANTS FROM OPEN FIELD BEDS: Ready after Oct. 1st., 25 for \$2.00; 50 for \$3.50; 100 for \$6.00; 250 for \$11.00; 1,000 for \$38.00 postpaid.

Harrold's ALL-AMERICAN BEDDING MIXTURE - -

This is a popular priced blended mixture - 80% from Harrold's Pedigreed originations and 20% from the best of many standard varieties that we grow or handle. This is a very useful general purpose mixture and is outstanding in value. Highly recommended for general bedding with giant flowers of most varied coloring. Plants healthy and hardy.

SEED PRICES: Per packet, about 500 seeds, \$1.00; $\frac{1}{16}$ oz. \$1.90; $\frac{1}{8}$ oz. \$3.25; $\frac{1}{4}$ oz. \$5.50; $\frac{1}{2}$ oz. \$10.50; 1 oz. \$20.00.

PLANTS FROM OPEN FIELD BEDS: Ready after Oct. 1st., 25 for \$2.00; 50 for \$3.50; 100 for \$6.00; 250 for \$11.00; 1,000 for \$38.00 postpaid.



Harrold's Pedigreed POT PANSIES

As far as we know this is an exclusive type with the Harrold's Pedigreed Line and was introduced by us back in the '30-s. It has had fair popularity, as good as any special purpose type ever has, because of its special application.

The photo shows a young plant in a 4 inch clay pot giving some idea of its compact habit and large flower size. It is very usable in window boxes, urns or large pots but its season of prime display is relatively short though enjoyable. In type and color range it is a blend to formula and contains all types and colors.

SEED PRICES: Packet of about 100 seeds, \$2.00; 3 for \$5.00.

PLANTS: Not available.

Harrold's Pedigreed CUT-FLOWER PANSIES

These have been another type that we pioneered having introduced the first commercial strain in 1930 and we believe that these were a "first" for us. There are two distinctly different types offered here, each has a specific use.

TALL GREENHOUSE TYPE

These are the tall growing strain - plants often reach 4½ feet under glass and reports of 4 foot plants have been made on open garden culture. For Cut-flowers this affords flowers with extremely long stems (10 to 16 inches) and the flowers are quite large though not as large as the best bedding sorts. Color range is the best of any of the tall strains that we have tested and with proper culture they afford an interesting subject. The plants of this variety is not equally hardy with other Pansies as freezing of more than 10 degrees will damage them and 20 degrees of frost will prove fatal. Recommended for outdoor culture only in mild climates or for spring planting; of most interest to the greenhouse operator.

SEED PRICES: Pkt. about 200 sseds, \$3.00.

PLANT PRICES: Ready after Sept. 25th., 3 for \$1.00; 6 for \$1.50; 12 for \$2.50; 25 for \$4.50 postpaid.

HARDY OUTDOOR TYPE

This was our Original introduction. Growth is rather low but under glass the flowers are large and on stems 8 to 12 inches long. Color range is as varied as a good bedding variety and the plant is just as hardy and may be outdoor grown in the same manner. Flower stems will be somewhat shorter when grown out of doors than they will be when greenhouse grown - and these are suitable for the greenhouse. We have many customers who grow them in the greenhouse during the winter and also have cold-frame plants coming along for early spring cut flowers. They do make attractive bouquets that stand up several days after cutting.

SEED PRICES: Pkt., about 400 seeds, \$2.00.

PLANT PRICES: Ready after Oct. 1st., 12 for \$2.00; 25 for \$3.50 postpaid.

Harrold's FORMAL COLOR PANSIES

These formal colors are all useful for borders or bedding where it is desired to carry out a color scheme or design. This group is all American Grown seeds of the largest flowering stock in these colors available. It should be remembered that NO separate color Pansy variety will come 100% true to color from seed (usually 80% or better) and that for a true color planting it will be necessary to over-plant and select the plants when in first bloom to set your separate color bed.

VARIETY	Packets contain about 200 seeds.	Price per Pkt.	⅛ oz.	¼ oz.	½ oz.
* HARROLD'S AZURE GIANTS: The finest intensely blue Pansy.		\$1.00	\$2.00	\$3.50	\$6.00
* HARROLD'S RUBY GIANTS: Shades of deep red in the finest range.		1.00	2.00	3.50	6.00
* HARROLD'S GOLDEN GIANTS: The finest deep golden yellow with blotch.		1.00	2.00	3.50	6.00
* CORONATION GOLD: Finest golden yellow self. Slightly penciled center.75	1.40	2.60	5.00
* DELFT BLUE: Porcelain blue. A delightfully delicate shade.		1.00	2.00	3.50	6.00
* PAY DIRT: A very large golden yellow with slight center or penciling.		1.00	2.00	3.50	6.00

SWISS GIANT TYPE SEPARATE COLORS - American Strain.

ALFENGLOW: Select dark red shades. Harrold's Ruby Giants are better.75	1.25	2.00	3.90
* BLACK KING: The largest size, near black Pansy. Novel.	1.00	2.00	3.50	6.00
† FLUMLISALP: Soft pink and magenta rose shades. Velvety blotch.	1.00	2.00	3.50	6.00
† BLUEBEACON: Wall-flower red-orange with velvety blotch.75	1.25	2.00	3.90
BERNA: Giant violet blue with bluish-black center.75	1.25	2.00	3.90
LAKE OF THUN: Sometimes listed as Thuner Sea or Ulswater Blue. A very lovely shade of bright blue. Harrold's Azure Giants better.75	1.25	2.00	3.90
* ORANGE GIANT: Rich light orange shaded apricot. Very attractive.	1.00	2.00	3.50	6.00
* PURE WHITE: The finest pure white Pansy. Fragrant and lightly ruffled.75	1.40	2.60	5.00
*†RASPBERRY ROSE: Soft raspberry pink. Velvety wine colored blotch.	1.00	2.00	3.50	6.00
RHEINGOLD: Deep yellow with dark blotch. Harrold's Golden Giants best.75	1.25	2.00	3.90

NOTE: Varieties marked (†) will not be available from new crop until Mid-August.

Varieties marked (*) will be available in plants as follows.

PLANTS FROM OPEN FIELD BEDS: Ready after Oct. 1st., 12 for \$1.30; 25 for \$2.25; 50 for \$4.00; 100 for \$6.00.

IMPORTED SEED SEPARATE COLORS

These are interesting and useful but not as large flowered as the American Strain seeds listed just above. For the fancier interested in types they will prove quite interesting and much of this seed is used by Park Departments and Estates for mass color effect at low cost. The Hiemalis or Ice Pansy is desirable where extreme hardiness and early flowering is prime requirements although they are rather small flowered being about half way between a Pansy and Viola in size. All these sorts flower most freely.

TRIMARDEAU GIANT BEDDING - French Type.

VARIETY	Packets contain about 250 seeds.	Price per	Pkt.	$\frac{1}{16}$ oz.	$\frac{1}{4}$ oz.
ADONIS: Light blue with white eye.			\$.50	\$1.00	\$1.50
AUREA PURA: Pure golden yellow.			.50	1.00	1.50
CANDISSIMA: Snow white.			.50	1.00	1.50
CARDINAL RED: One of the nearest bright red Pansies.			.60	1.00	1.75
KING OF THE BLACKS: A blackish purple. Not as large as Black King.			.60	1.00	1.75
LORD BEACONSFIELD: Lower petals violet blue with white top. Striking.			.50	1.00	1.50
PRINCE HENRY: Rich dark blue of striking shade.			.50	1.00	1.50

GIANT BEDDING - Holland Type.

ORANGE KING: Bright orange shading apricot. Orange Giant better.	.75	1.30	2.25
PURPLE GIANT: A deep royal purple of velvety texture.	.50	1.00	1.50
ST. KNUD: Deep orange yellow.	.75	1.30	2.25

HIEMALIS BEDDING GIANTS. (Ice Pansies) will bloom under snow.

BLUE BOY: Silvery lilac.	.75	1.40	2.00
CELESTIAL QUEEN: Brilliant sky blue.	.75	1.40	2.00
CLARET: A fine deep wine shade of much interest.	.75	1.40	2.00
MARCH BEAUTY: Dark velvet purple.	.75	1.40	2.00
NORTH POLE: Glistening pure white.	.75	1.40	2.00
ORION: Pure golden yellow self.	.75	1.40	2.00

OTHER GIANT PANSIES - Mixed Colors

This group includes those varieties that have had more or less popularity among American gardeners and they are offered by us to round out America's Most Complete Line of Pansies. No matter what your preference in Pansies may be you can find exactly what you want here, in this single source.

AMERICAN VARIETIES Domestic Seed.

VARIETY	Packets contain about 250 seeds.	Price per	Pkt.	$\frac{1}{16}$ oz.	$\frac{1}{4}$ oz.
PANSY AMERICA: An early flowering mixture. Good size and color.			\$.75	\$1.50	\$2.75
GENEVA GIANTS: A select strain of super-Swiss type.			1.00	1.75	3.25
JUMBO MIXED: (Steele) Harrold grown first generation from the originator's stock seed. Very large and good color range.			1.00	1.75	3.00
MAPLE LEAF GIANTS: Sometimes called Canadian Giants. Robust, compact plants bearing huge flowers. Color range dark.			.75	1.50	2.75
ORCHID PASTEL MIXTURE: Variously offered as Butterfly or Hybrid Mixed although not truly a hybrid. Light and pastel shades with light centers mostly.			1.00	2.00	3.75
MASTERPIECE: This is a strain type originated in Europe and is the most frilled and ruffled of any Pansy. Colors, dark shades.			.75	1.50	2.75
OREGON GIANTS: A blend of types, round in form. Good colors and size.			.75	1.50	2.75
SUPER-MAPLE LEAF: Improved re-selection of Maple Leaf above.			1.00	1.75	3.25
SCOTTISH EXHIBITION: A nice blotched and spotted blend.			1.00	1.75	3.25
SUPER-SWISS MIXED: Big blotched Swiss type selected to 5 petal blotch.			1.00	1.75	3.25
SWISS GIANT MIXED: A good Swiss type with 3 and 5 petal blotches.			.75	1.50	2.75
DWARF SWISS MIXTURE: A dwarf growing, giant flowered Swiss type.			1.00	1.75	3.25

IMPORTED VARIETIES Imported Seed.

BUGNOT'S SUPERB BLOTCHED: Dark shades with very heavy centers.	.50	1.00	1.75
CASSIER'S 3 AND 5 BLOTCHED: Many mauve and steel blue shades as well as bronzes and more common colors.	.50	1.00	1.75
ENGLEMAN'S GIANTS: An English strain of dark and light shades.	1.00	1.75	3.25
ENGLEMAN'S SPECIAL: From the same stock but more fancy colors.	1.00	1.75	3.25
ODIER'S GIANT BLOTCHED: Many red and bronze shades.	.50	1.00	1.75
ORCHID FLOWERED MIXED: Many delicate pastel shades. Flowers are not large but the coloring is interesting.	1.00	2.00	3.50

NO PLANTS OF THESE VARIETIES GROWN FOR SALE.

Harrold's Pansy Grow

FOR BETTER AND LARGER BLOOM FEED YOUR PANSIES NOW. Most often the loss of size of flower and plant vigor in Pansies is due to exhaustion of the supply of food available to the plants. You'll find nothing as good as liberal use of cow manure to supply this feeding but many gardeners can't get it so we've compounded this Pansy Food to take its place and we use tons of it in our own cultures.

It's entirely organic therefore never harmful even if applied at ten times the required rate. Unlike the water soluble, chemical fertilizers that have but a very short effective life one application of this food will last the season through instead of just 3

or 4 weeks. It may be incorporated in to the soil when transplanting or top dressed in at any time in the blooming season. Light applications, about $\frac{1}{4}$ th normal, is helpful when planting seeds.

HANDY GARDEN PACKAGES: Enough for 50 plants, \$1.00; 250 plant size \$4.00, postpaid.

BULK QUANTITIES: 25 pounds, \$6.00; 50 pounds, \$10.00; 100 pounds, \$18.00. Bulk quantities are shipped express or freight collect.

Apply at rate of 4 lbs. per 100 sq. ft. Just as good for Violas, Violets, Fuchsias, Lantana, Columbine, Delphinium and similar plants. Good in potting soil.

Harrold's Pansy Seed in Collections

In the past several years we've had requests for collections of these Harrold's Pedigreed Pansy Originations in smaller packets. Because of the constantly increasing expense of doing business we've been reluctant to change our long established packeting and pricing policy but we are going to give it a try. Packets supplied in these collections will contain about a third as many seed as a standard packet and the various collections are set up by pricing groups. In all cases no less than the stated minimum number of packets may be ordered from a collection group although you may order more than the minimum at the base packet price quoted or the group at a special group price. Please don't ask to vary these rules.

COLLECTION GROUP A NOVELTIES

Harrold's Pedigreed Novelties.
C. W. Harrold's Private Blend.
Harrold's Atomic Dawn.
Harrold's Sunset Giants.
Harrold's Pedigreed Cut-Flower Tall.
Harrold's Pedigreed Pot Pansies.
Collection Packet of any of these varieties your selection: 3 Pkts. for \$3.75; additional Pkts. \$1.25 each; One each of all 6 varieties for \$6.60.

COLLECTION GROUP B MIXTURES

Harrold's Pedigreed Giant Art-Shades.
Harrold's Pedigreed Giants.
Harrold's Pedigreed Swiss Giants.
Harrold's Improved Swiss.
Harrold's All-American Bedding Mixture.
Harrold's Pedigreed Cut-Flower Short Type.
Collection Packet each of any 3 your selection from this group for \$2.40; additional Pkts. 65¢ each; One each of all 6 varieties for \$3.60.

COLLECTION GROUP C FORMAL COLORS

Harrold's Azure Giants.
Harrold's Ruby Giants.
Harrold's Golden Giants.
Coronation Gold.
Pay Dirt.
Alpenglow.
Black King.
Orange Giant.
Pure White.
Raspberry Rose.
Collection Packet each of any 5 your selection from this group for \$2.50; additional Pkts. 45¢ each; One each of all 10 varieties for \$4.25.

Intermixing between the groups is not permissible until the minimum order from these groups of \$6.00 or more is made at which time selections at the individual packet rate may be intermixed from all three groups.

Harrold's Viola Seeds

There is a special nich in every garden for nice Violas and they make very desirable companion plants to your Pansies, Primroses or other spring and summer blooming plants. Like Pansies they may be had in bloom over a long season. The following are all of the Viola cornuta or Viola hybrida cornuta group and the finest available. Culture is the same as for Pansies.

VARIETY	Packets contain about 300 seeds.	Price per Pkt.	$\frac{1}{16}$ oz.	$\frac{1}{8}$ oz.
JERSEY GEM: The outstanding, compact violet blue.		\$1.00	\$2.00	\$3.50
LAVENDER GEM: Similar to Jersey Gem but lavender-blue.		1.00	2.00	3.50
YELLOW GEM: The largest flowered golden yellow self. Compact habit.		1.00	2.00	3.50
WHITE GEM: The finest large flowered pure white. Nearly as large as pansies.		1.00	2.00	3.50
GEM VARIETIES MIXED: A mixture of the above 4 and other colors.		1.00	2.00	3.50
ADMIRATION: A very attractive, large dark blue.		1.00	1.75	2.50
ARKWRIGHT RUBY: Ruby red. Unlike most Violas these have a large blotch.		1.00	1.80	2.75
BLUE PERFECTION: Very popular royal-blue. A good one.		1.00	1.75	2.50
CHANTREYLAND: The finest pure apricot. Grand in mass or with blue.		1.00	1.80	2.75
GUSTAV WERMIG: Long stemmed violet-blue. Often grown for cut-flowers.		1.00	1.90	3.00
ILONA: Rose shades with a lavender tinge.		1.00	1.80	2.75
IMPROVED SCOTCH BEDDING MIXTURE: A grand large flowered mixture.		1.00	1.75	2.50
KING HENRY: A rich violet-blue with small yellow eye.		1.00	1.80	2.75
LUTEA SPLENDESE: The standard golden yellow self.		1.00	1.75	2.50
PAPILIO LIGHT BLUE: Light blue with white center. Throat penciled.		1.00	1.75	2.50
PAPILIO DEEP VIOLET: A velvety, true violet shade.		1.00	1.75	2.50
WHITE PERFECTION: Large flowered pure white. Free flowering.		1.00	1.75	2.50

COLLECTION PACKETS: About 100 seed each minimum 3 Pkts. for \$2.00; 6 Pkts. for \$3.25.

PRICES FOR THE PROFESSIONAL

Wholesale

With re-scheduling of our catalogue service, made necessary by the recent changes in postal rates, raising production costs and other changing conditions generally, we take this means to bring to you, our professional friends and customers, our wholesale prices. By binding this section into a copy of our regular retail catalogue we can demonstrate to you the many advantages afforded by our Harrold's Pedigreed Strain Pansy Originations and other specialties. This line affords you **FOUR OUTSTANDING** advantages over any other competing stock in this field.

FIRST: It is a quality line and has been for 50 years. The varieties that are at present included are all highly developed and we don't believe they are excelled in their respective types and class.

SECOND: We have done more to establish a sound price and profit standard than any other competing specialist. We have, as you will see from this retail pricelist in which this trade section is bound, established a desirable wholesale to retail price differential a thing that **NO OTHER** Specialist in this field has ever offered you.

THIRD: Harrold's Pedigreed Strain Originations are **NATIONALLY ADVERTISED AND HAVE BEEN FOR MORE THAN 25 YEARS AT BOTH THE WHOLESALE AND RETAIL LEVEL.** We also afford our customers the widest range of advertising helps, individually produced to meet the special needs of each. **NO OTHER** seed specialist in this field does or will offer you such a service or can offer it at our economical level because we are the only firm in this work maintaining our own modern printing department.

FOURTH: Our trade prices are competitive with any stock of similar quality and the fact that these prices are strictly protected from retail purchasers is further assurance that you are going to receive the full professional protection to which you are entitled. We will appreciate it if we are notified of any case where this professional list is reaching anyone who is not entitled to trade prices.

It has been brought to our attention recently, that a competitor has been advertising claiming to have the **ONLY** Nationally Advertised line of big name Pansies in the U. S. A. **THIS CLAIM IS UNTRUE** and was known to be untrue by this advertiser at the time these claims were published. We therefore present here an outline of the case in fact and detail so that the record may be set straight. In so doing we wish to bring to your attention again the many advantages afforded the commercial grower and retail seller by Harrold's Pedigreed Pansies.

Nationally Advertised For More Than 25 Years

OUR ADVERTISING PROGRAM has been continuous and uninterrupted since the removal of our operations to the West Coast in 1925 and has in that time included national journals and magazines as well as extensive direct mail programs.

Direct Mail Advertising

This has been very extensive and a major operation with us since the establishment of **OUR OWN PRINTING DEPARTMENT** in 1930. Today this department is highly developed and includes facilities for letterpress, litho-offset and full color process work as well as a complete photo and engraving laboratory. We have three automatic presses, one

letter press capable of 4,500 impressions an hour and our offset lithographic press has a speed of 6,000 sheets an hour. These facilities are made available to you at practical levels later in this article.

In the past 22 years literally millions of pieces of direct mail have been produced and distributed in the interest of acquainting the public and tradesmen with our Harrold's Pedigreed line of specialties. The retail edition of this present catalogue that you have in your hand has gone to 40,000 home gardeners while this wholesale edition has had a 10,000 copy printing distributed throughout ALL of the United States, Canada and 18 Foreign Countries.

Trade Journal Advertising

Extensively used for many years one Journal has carried an uninterrupted weekly space for us for more than 20 years. In recent years this field has not been as extensively used as our professional catalogue which reaches most of the commercial growers who are growing this type of material.

Consumer National Advertising

In the field of consumer advertising on a national scale we have maintained yearly advertising contracts with some of the largest, national gardening magazines. Usually about half the yearly program is devoted to our Harrold's Pedigreed Pansies and the other half to Harrold's Pedigreed Tuberous Begonias. This is in contrast to the usual programs by other Pansy specialists of only two or three months during the year. In the present season this program has included Flower Grower and Popular Gardening with a combined monthly circulation of more than half a million copies, all concentrated in the group that is most intensively interested in gardening. Space also has been used in such other media as Horticulture, Home Garden, Organic Gardening as well as several Metropolitan Newspapers. This program is not a new thing with us and it affords you access to a line that has a good reputation, wide acquaintance and acceptance and at a price range that gives you the best opportunity to make it profitable.

Harrold's Pedigreed Line Offers You The Greatest Selection

In Pansies and Violas it has been our intention to make available the most extensive selection of varieties and types to be had from any American specialist or dealer source. For the past 25 years a comparison of our published list each year with that of any other firm will substantiate this fact.

HARROLD'S PEDIGREED ORIGINATIONS: This line of our own development affords the widest selection in types, colors and special purpose sorts. In it will be found varieties of competitive quality at competitive price. Other varieties of special interest because of their quality; while still others are of especial interest to the fancier. Several special purpose varieties have been developed that are exclusive with this line.

OTHER DOMESTIC VARIETIES: Our list of these is extensive and covers just about all varieties of any merit that is of interest to the American professional grower. Grown in our own cultures or coming to use from reliable sources these must meet the same high germination quality as our own varieties and they receive the same storage and handling care.

IMPORTED VARIETIES: We offer a most extensive selection of these to be found in this country today. There are the best of the imports, coming to us from the top European growers, that is of especial interest to the fancier who likes to play around with variety. For the grower who has use for the cheaper sorts, to produce huge quantities of color in mass planting, we have the Trimardeau, Giant Bedding and Hiemalis types that are available at less than the American cost of producing Pansy seeds.

OUR VIOLA LINE: Is as extensive as demand justifies and will be found to cover about all varieties that are of commercial value to the professional grower.

ADVERTISING and SALES HELPS FOR YOU

The foregoing outline of our operational program based not on this year or last year alone but on the long range program that we have described should indicate the plus value of this line to you. In addition to this we are most willing to be of help with your sales problems as much as we can. In doing so we can probably save you much time and effort through our broad experience in marketing.

HARROLD'S PEDIGREED PANSIES ARE YOUR BEST BUY: They afford you a NAME line, widely known, nationally advertised and backed by a pricing policy that establishes a profitable wholesale-retail differential as a foundation for your marketing.

YOUR COST LEVEL IS ECONOMICAL: Harrold's Pedigreed Pansies on the basis of your seed costs alone are not expensive. Even on sorts that carry what appears to be a high unit price the difference in the cost of seeds to grow a dozen plants is but a fraction of a cent.

Practical Advertising Methods

In the past 50 years we've spent many thousands of dollars in advertising horticultural products and have used about every media that is common along with some uncommon ideas. The following comments may spark an idea that will be helpful.

THE BEST AND CHEAPEST advertising for Pansies as a local retail item is to use them to sell themselves. Display beds, prominently located in your nursery will always be your best sales medium. Beds in the nursery from which the public is allowed to select individual plants always are popular and premium prices are easily obtained for this small extra service.

LOCAL NEWSPAPER ADVERTISING: We've found this field to be somewhat spotted in returns depending on the type of the paper, its popularity in the community and the character of the commu-

nity itself. In our experience classified advertising pulls better dollar for dollar than will display in the same media. Display space is sometimes well worth its cost if the paper has a gardening section or department. A good form of advertising for Pansies is to merely invite the public to come and see them. You'll make plenty of sales if you just get the public in the nursery.

MAGAZINE ADVERTISING: Is usually only for the operator who works on a regional or national scale. Gardening magazines pay off better of course than general media in relation to the amount of cost. Rates for space in magazines is rapidly limiting the value of these media because they are raising faster than the rate of return in spite of circulation expansion. Fraternal, club and other special media seldom pay off in our experience.

RADIO ADVERTISING: This form is usually controlled in the local field by about the same conditions as the local newspaper with the added handicap of higher costs and the obtaining of a time spot that will do the job. Unless the offer is unusual it is difficult to get attention. This last factor is probably the one main thing that has caused large scale horticultural advertising to be mostly of a sensational nature and this has not been beneficial to the horticultural industry as a whole.

DIRECT MAIL ADVERTISING: With us this has proven to be the most profitable, possibly for special reasons but just the same it works. The mailing list is of course the foundation here. The best list is one that is built by teaser ads which don't need to be large, or from your sales records of the walkin trade. It takes time to build a sizable list. Lists may be compiled as a starter from telephone or city directories or there are numerous brokers who make a business of supplying them for specific localities or sections or for special groups of people. Keep a guest book at the entrance of your nursery or have an employee get the name of all visitors with the promise of a catalogue.

THE BEST FORM OF DIRECT MAIL ADVERTISING: To start with it is a heavy load for any advertising program to carry you to profits on a single item. The grower who has no greenhouse facilities will find it more profitable to offer a varied line of hardy plants - Pansies, Violas, Primroses, Delphiniums and various perennials. By so doing you increase your sales potential with an economy in advertising not possible with but one thing to offer.

FOLDERS, BROADSIDES AND BOOKLETS are the most profitable. It has been our experience that these do a more effective job than post cards or oversize cards. Recent increases in postage rates has made it still more advisable to allow sufficient paper area in a mailing piece to do the job properly. We have never found **STOCK** mailing pieces an economy or profitable. They have two serious faults. In the first place their scope is most limited and they seldom meet your individual needs because you can hardly match your inventory profitably to an already produced mailing piece. In the second place they lack individuality and where duplication occurs with potential customers they can be quite easily detrimental to your cause. Color is a difficult media for the usual run of growers. To be practical editions must be large if cost is to be within reason. Art work and engraving can easily run into the hundreds of dollars on a single color picture and press work for the production of natural color is just about 5 times as costly as single color printing. We find that runs of 30,000 or even 45,000 copies in color is not large enough to obtain maximum economy even where we produce our own printing.

We Can Help You To Economical Printing Production

As stated earlier in this article we have the fullest facilities for the printing of material of the most use to the horticulturist. Pieces such as letterheads, envelopes, office accessories, folders, broadsides or booklet catalogues. With our photo-offset lithography we can reproduce anything that can be photographed and the process is possibly the most economical of any available today. We shall indeed be glad to make any surplus capacity, beyond our own needs, available to you as our trade customer and we know that we can save you money in this field.

Our pricing policy on printing to our trade customers will save you money as it is based on standard commercial flat rate price with a discount of 10% to our customers where terms are cash. To those not our customers our cash terms are flat-rate rates net. Feel free to ask us about anything in this line for if we can't help you we may be able to put you in touch with a reliable and economical solution to your needs.

FREE *Air-Mail* SERVICE

We were among the very first firms in the U. S., supplying the professional trade, that offered return shipment of seed orders by Air without added cost to the customer. This policy was started in 1933.

CONTINUING THE SAME POLICY WE AGAIN STATE IT HERE.

ALL ORDERS FROM PROFESSIONAL CUSTOMERS ARRIVING BY AIR WILL BE RETURNED BY AIR AT NO ADDITIONAL CHARGE: Providing

- (1) that order is received by air post. (2) that it is accompanied by full remittance at the catalogue list price. (3) that this covers only seeds and only those varieties listing at \$3.00 or more per ounce.

Normally Air orders for seed will go out same day received except on week-ends and during rush seasons. When shipping department is operating more than 24 hours behind schedule all orders will be shipped rotational so to be sure of delivery early, reasonable care in placing orders should be observed. Deliveries the day before yesterday are humanly impossible.

PANSY SEEDS

HARROLD'S PEDIGREED MIXTURES Of Recent Introduction.

VARIETY	Price Per Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.
HARROLD'S PEDIGREED AMERICAN GIANTS: NEW '52. See page 1. Pkt. 500 seed.	\$2.50	\$6.00	\$11.00	\$20.00
C. W. HARROLD'S PRIVATE BLEND: NEW '50. See page 4. Packet 500 seed.	2.00	5.00	9.00	15.00
HARROLD'S PEDIGREED NOVELTIES: See page 5. Pkt. 500 seeds.	2.00	5.00	9.00	17.50
HARROLD'S ATOMIC DAWN: Supply limited so reserved for our professional customers and not listed in retail list. Novel blend of pink, lavender, delicate blue, light gold and many pastel shades entirely new to Pansies. The poly-chrome bronze shades are especially striking. Many flowers heavily ruffled. Size medium giant with robust, hardy plant habit. Packets about 500 seeds.	3.00	8.00	15.00	25.00
HARROLD'S SUNSET GIANTS: Supply limited so reserved for our professional customers and not listed in retail list. Sunset shades of orange, red and gold. These are bright shades for borders or mass bedding. Size medium giant and the habit robust with good winter hardiness. Packets about 500 seeds.	2.00	5.00	9.00	17.50

HARROLD'S PEDIGREED SPECIAL PURPOSE Varieties.

HARROLD'S PEDIGREED CUT FLOWER PANSIES ORIGINAL TYPE: See page 10. These are the hardy type Cut-Flower Strain. Pkt. 500 seed.	1.50	3.50	6.50	12.00
HARROLD'S PEDIGREED CUT FLOWER PANSIES TALL SELECTION: See page 10. These are the tall but not hardy type. Packet 500 seeds.	2.00	5.00	9.00	17.50
HARROLD'S PEDIGREED POT PANSIES: See page 9. Pkt. 500 seeds.	2.00	5.00

HARROLD'S PEDIGREED COMMERCIAL Mixtures.

VARIETY	Price Per Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.	2 ozs.	4 ozs.
HARROLD'S PEDIGREED AMERICAN GIANTS: NEW '52. See pg. 1 for description. Crop will be good so seeds will be available in quantity after Aug. 10th. Pkt. 500 seed.	\$2.50	\$11.00	\$20.00	\$32.50	\$60.00	\$100.00	\$.....
HARROLD'S PEDIGREED GIANT ART-SHADES: See page 6. Packets about 1,000 seeds on these and all following varieties.	1.00	2.50	4.75	9.25	18.00	32.00	45.00
HARROLD'S PEDIGREED SWISS GIANTS: See page 8.	1.00	2.50	4.75	9.25	18.00	32.00	45.00
HARROLD'S PEDIGREED GIANTS: See pg. 7.	1.00	2.25	4.00	7.75	15.00	28.00	40.00
HARROLD'S IMPROVED SWISS: See page 9.	1.00	2.00	3.25	6.25	12.00	20.00	32.00
HARROLD'S ALL AMERICAN BEDDING MIXTURE: See page 9.	1.00	2.00	3.25	6.25	12.00	20.00	32.00

HARROLD'S FORMAL COLOR PANSIES - See page 10.

VARIETY	Price Per Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
HARROLD'S AZURE GIANTS: All about 1,000 seeds per Pkt. ..	\$1.00	\$2.25	\$4.00	\$ 7.75	\$15.00
HARROLD'S GOLDEN GIANTS:	1.00	2.25	4.00	7.75	15.00
HARROLD'S RUBY GIANTS:	1.00	2.25	4.00	7.75	15.00
CORONATION GOLD:	1.00	2.00	3.50	6.50	12.50
DELFT BLUE:	1.00	2.00	3.75	7.00	14.00
PAY DIRT:	1.50	3.00	6.00	11.00	20.00
SWISS GIANT TYPE SEPARATE COLORS - American Strain.					
ALPENGLOW:	1.00	2.00	3.25	6.25	12.00
BLACK KING:	1.00	3.00	6.00	11.00	20.00
BLUMLISALP:	1.00	2.50	4.25	9.25	18.00
FIREBEACON:	1.00	2.00	3.25	6.25	12.00
BERNA:	1.00	2.00	3.25	6.25	12.00
LAKE OF THUN:	1.00	2.00	3.25	6.25	12.00
ORANGE GIANT:	1.00	3.00	6.00	11.00	20.00
PURE WHITE:	1.00	2.00	3.25	6.25	12.00
RASPBERRY ROSE:	1.00	3.50	4.25	9.25	18.00
RHEINGOLD:	1.00	2.00	3.25	6.25	12.00

IMPORTED PANSY SEEDS In Separate Colors - See page 11.

TRIMARDEAU GIANT BEDDING: French Type. Pkts. 1,000 seeds.					
ADONIS:60	1.00	1.75	3.00	6.00
AUREA PURA:60	1.00	1.75	3.00	6.00
CANDIDISSIMA:60	1.00	1.75	3.00	6.00
CARDINAL RED:60	1.00	1.75	3.00	6.00
KING OF THE BLACKS:60	1.10	2.00	3.50	6.50
LIGHT BLUE: Soft French blue of attractive hue.60	1.10	2.00	3.50	6.50

TRIMARDEAU GIANT BEDDING CONTINUED —

VARIETY	Price Per	Pkt.	1/4 oz.	1/2 oz.	3/4 oz.	1 oz.
LORD BEACONSFIELD:		\$.60	\$1.00	\$1.75	\$ 3.00	\$ 6.00
PRINCE HENRY:60	1.00	1.75	3.00	6.00
GIANT BEDDING: Holland Type.						
ORANGE KING:75	1.40	2.50	4.50	8.00
PURPLE GIANT:75	1.40	2.50	4.50	8.00
ST. KNUD:75	1.40	2.50	4.50	8.00
HIEMALIS BEDDING GIANTS: (Ice Pansies)						
BLUE BOY:75	1.25	2.00	3.50	7.00
CELESTIAL QUEEN:75	1.25	2.00	3.50	7.00
CLARET:75	1.25	2.00	3.50	7.00
MARCH BEAUTY:75	1.25	2.00	3.50	7.00
NORTH POLE:75	1.25	2.00	3.50	7.00
ORION:75	1.25	2.00	3.50	7.00

OTHER GIANT PANSIES - Mixed colors. (Domestic Varieties)

See descriptions on page 11. All packets about 1,000 seeds.

VARIETY	Price Per	Pkt.	1/4 oz.	1/2 oz.	3/4 oz.	1 oz.	2 ozs.	4 ozs.
PANSY AMERICA:	\$.90	\$1.50	\$2.75	\$5.25	\$10.00	\$17.50	\$30.00	
GENEVA GIANTS:	1.00	1.80	3.50	6.25	12.00	22.00	35.00	
JUMBO MIXED:	1.00	1.75	3.25	6.25	12.00	22.00	38.00	
MAPLE LEAF GIANTS:90	1.50	2.75	5.25	10.00	17.50	30.00	
ORCHID PASTEL MIXTURE:	1.50	2.75	5.00	9.50				
MASTERPIECE:90	1.50	2.75	5.25	10.00	17.50		
OREGON GIANTS:	1.00	2.00	3.75	6.25	12.00	22.00	40.00	
SUPER-MAPLE LEAF GIANTS:	1.00	1.75	3.25	6.00	11.00	20.00	32.50	
SCOTTISH EXHIBITION:	1.00	1.75	3.25	6.00	11.00	20.00	32.50	
SUPER-SWISS MIXED:	1.00	1.75	3.25	6.00	11.00	20.00	30.00	
SWISS GIANT MIXED:90	1.50	2.75	5.25	10.00	17.50	28.00	
DWARF SWISS MIXTURE:	1.00	1.75	3.25	6.00	11.00	20.00	32.50	

EUROPEAN VARIETIES - IMPORTED SEEDS.

BUGNOT'S SUPERB BLOTCHED:60	1.00	1.75	3.00	6.00	10.00	17.50	
CASSIER'S 3 and 5 BLOTCHED:60	1.00	1.75	3.00	6.00	10.00	17.50	
ENGLEMAN'S GIANT:90	1.75	3.25	6.25	12.00	22.00	35.00	
ENGLEMAN'S SPECIAL:	1.00	2.00	3.75	7.00	14.00	26.00	40.00	
ODIER'S GIANT BLOTCHED:60	1.00	1.75	3.00	6.00	10.00	17.50	
ORCHID FLOWERED MIXED:	1.00	2.00	3.25	6.00	11.00			
SWISS GIANT IMPROVED:60	1.00	1.75	3.00	6.00	11.00	20.00	

HARROLD'S PEDIGREED STRAIN PANSY PLANTS

Because of changing conditions and expanding demands being made on us for seeds, both at the retail and wholesale level as well as heavily expanded retail mail-order demands for plants we are compelled to limit our production of Pansy plants for the wholesale shipping trade. Changes in transportation conditions also is causing a shift in wholesale buying habits in this stock. We will, therefore, have only modest quantities for this season - substantially less than has been available for 25 years

PANSY PLANTS WILL BE A FLAT DISCOUNT OF 50% FROM THE PRICES QUOTED AT RETAIL.

You may determine our current wholesale Pansy plant price by halving the prices quoted in the retail section of this catalogue. Wholesale prices will not be available on less than 50 plants of a variety or item. All plants will be postpaid to any point in the U. S. A. If you are interested in amounts of more than 2,000 write for direct quotation. We do not supply Viola plants at wholesale.

VIOLA SEEDS

CORNUTA and HYBRIDA - See page 12.

VARIETY	Packets about 1,000 seeds	Price Per	Pkt.	1/4 oz.	1/2 oz.	3/4 oz.	1 oz.
JERSEY GEM:			\$1.00	\$2.50	\$4.75	\$9.00	\$16.00
LAVENDER GEM:			1.00	2.50	4.75	9.00	16.00
YELLOW GEM:			1.00	2.50	4.75	9.00	16.00
WHITE GEM:			1.00	2.50	4.75	9.00	16.00
GEM VARIETIES MIXED:			1.00	2.50	4.50	8.50	15.00
ADMIRATION:75	1.40	2.50	4.50	8.50
ARKWRIGHT RUBY:			1.00	1.50	2.75	5.00	9.50
BLUE PERFECTION:75	1.40	2.50	4.50	8.50
CHANTREYLAND:90	1.50	2.75	5.25	10.00
GUSTAV WERMIG:			1.00	1.50	2.75	5.00	9.50
ILONA:			1.00	1.50	2.75	5.00	9.50
IMPROVED SCOTCH BEDDING MIXTURE:90	1.50	2.75	5.25	10.00
KING HENRY:			1.00	1.75	3.25	6.25	11.00
LUTEA SPLENDESE:75	1.40	2.50	4.50	8.50
PAPILIO LIGHT BLUE:90	1.50	2.75	5.25	9.50
PAPILIO DEEP VIOLET:75	1.40	2.50	4.50	8.50
WHITE PERFECTION:75	1.40	2.75	5.25	9.00

OTHER HARROLD'S PEDIGREED SEEDS

DELPHINIUM: Pacific Giant Hybrids. (See page 13)

Our selection of these includes all the varieties and our pricing schedule is unusual and attractive for the professional grower. Instead of geometric fractional ounces we offer these in 1/10th ounce quantities with the price being the same whether you take 1/10th ounce or a full ounce of a variety or any intermediate 10th ounce multiple. Under normal culture plant 1/10th ounce for each 500 plants desired.

PRICE: 1/10th ounce \$1.20; 2/10th ounce \$2.40; 1 ounce \$12.00; 2 ounces \$24.00.

HARDY PRIMROSES: (See page 13)

POLYANTHUS and POLYANTHUS-VERIS HYBRIDS.

BLUE SHADES: For the first time in several years we are able to offer these in limited quantity.

Packets for commercial growers carry about 150 seeds and are priced at \$1.50 each; 3 for \$4.00.

HARROLD'S PEDIGREED GIANTS: Trade Packets about 300 seeds, \$1.00; 3 packets, \$2.50; $\frac{1}{8}$ oz., about 1500 seeds, \$4.00; $\frac{1}{8}$ oz. \$7.50; $\frac{1}{4}$ oz. \$14.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$50.00; 2 ozs. \$95.00.

OREGON GIANTS: A giant strain from the collection of an outstanding Oregon grower. Wide color range, mostly in light shades. Trade Packets about 300 seeds \$1.00; 3 for \$2.50; $\frac{1}{8}$ oz. \$3.25; $\frac{1}{8}$ oz. \$6.00; $\frac{1}{4}$ oz. \$11.00; $\frac{1}{2}$ oz. \$20.00; 1 oz. \$35.00.

OLYMPIC GIANTS: From a famous Washington State collection. Basically of the Pfitzer's Colossea and British strains. Large size and good color range. Trade Packet about 300 seeds \$1.00; 3 for \$2.50; $\frac{1}{8}$ oz. \$3.25; $\frac{1}{8}$ oz. \$6.00; $\frac{1}{4}$ oz. \$11.00; $\frac{1}{2}$ oz. \$20.00; 1 oz. \$35.00.

OTHER PRIMROSE TYPES OF INTEREST TO YOU.

AURICULA: Trade Pkt. about 400 seeds \$1.00; 3 for \$2.75; $\frac{1}{8}$ oz. \$3.50; $\frac{1}{4}$ oz. \$6.50; $\frac{1}{2}$ oz. \$12.00.

CASHMERIANA Denticulata: Trade Packet about 500 seeds \$1.00; 3 for \$2.75; $\frac{1}{8}$ oz. \$4.00.

FUCHSIA: (See page 14)

BODGER'S SUPERLATIVE MIXTURE: Packets about 150 seeds \$2.00; 1,000 seeds \$11.00.

SINGLE AND DOUBLE MIXED: Packets about 150 seeds \$1.50; 1,000 seeds \$6.00.

GLOXINIA: (See page 14)

TOP VARIETY GROUP: Packets about 300 seeds \$1.00; 4 for \$3.50.

BOTTOM GROUP: Packets about 300 seeds \$1.50; 3 for \$3.50.

TUBEROUS BEGONIA SEEDS: (See pages 15 and 16)

HARROLD'S PEDIGREED STRAIN TUBEROUS BEGONIAS are a major specialty with us and our full line of these is the most extensive to be obtained from any American source of American bred and grown strain stock. In seeds we only offer four selections as listed below. We supply a complete cultural booklet of 17 pages with each seed shipment (booklet available separately at 50¢ per copy) so that it is not difficult to obtain good results with care. Planting season may start in November and continue through April for bloom the first season. Early planting can produce blooming plants by May and February plantings will make good bedding stock.

CAMELLIA FLOWERED DOUBLE: A fine mixture of colors in this most popular type. This should be one of your main selections. Trade Packet about 500 seeds \$2.50; 3 for \$6.00; 10 for \$18.00.

CARNATION FLOWERED DOUBLE: A very fine mixture of colors. Trade Packet about 500 seeds \$2.50; 3 for \$6.00; 10 for \$18.00.

CRISPA or SINGLE FRILLED: This mixture of the finest colors is most attractive. The flowers have heavily ruffled edges and are huge in size. Trade Packet about 500 seeds \$2.50; 3 for \$6.00.

HARROLD'S FANCIERS MIXTURE: This has been our most popular item in this group and is probably the best selection for the grower of limited quantities. It is seeds gathered from hand pollinated crosses made on our entire, extensive collection. Many varieties are not generally available while others sell for as much as \$1.50 per tuber. Novelty types are in many cases used as parent plants and we do not release any of the seeds from them separately. In all more than 100 types and colors go into this mixture. Trade Packet, about 500 seeds \$2.50; 3 for \$5.00; 10 for \$15.00; 25 for \$30.00.

NOTE: We don't have Tuberous Begonia seeds other than the items listed here for sale. All other types, novelties and separate colors are available in tubers only.

CINERARIA:

CRAMERS PRIZE: Reselected. Very large heads, medium small flowers in rich shades mixed. Trade Packet about 1,000 seeds \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{8}$ oz. \$6.00.

C. S. & M. MIXED: A very popular blend of Cramers, Sitters and Multiflora that well meets a general average need. Trade Packet about 1,000 seeds \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{8}$ oz. \$6.00.

HOWARD & SMITH CALIFORNIA SUPER GIANTS: Outstanding large flowers often 4'' across in large basal branched heads. Plants 12'' to 16'' tall and color range is varied and brilliant. Trade Packet about 1,000 seeds \$1.25; $\frac{1}{4}$ oz. \$2.50; $\frac{1}{8}$ oz. \$9.00.

MULTIFLORA NANA HYBRIDA: Attractive flowers of medium size in large heads with yellow center in each floret. A compact, good shipping plant. Trade Packet about 1,000 seeds \$1.00; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{8}$ oz. \$5.50.

SITTERS RAINBOW MIXTURE: Immense heads of medium size florets, many with white eye and the plants have small foliage. Trade Packet about 1,000 seeds \$1.25; $\frac{1}{4}$ oz. \$2.25; $\frac{1}{8}$ oz. \$8.00.

LARKSPUR:

REGAL: Early, basal branching, heavy spikes of Delphinium-like florets.

DARK BLUE: Florist deep violet blue.

LILAC: Clear lilac.

PINK: Brilliant pink on salmon.

PRICE: $\frac{1}{4}$ oz. \$0.40; 1 oz. \$1.60; 4 ozs. \$6.00; pound \$18.00.

REGAL LIGHT BLUE: NEW '52. Regal habit, color Blue Bell. Price $\frac{1}{4}$ oz. \$1.00; 1 oz. \$3.60.

GIANT IMPERIAL:

BLUE BELL: Azure blue, lavender tinge.

BLUE SPIRE: Deep violet blue.

CARMINE KING IMP: Rose and cinnabar.

DAZZLER: Rich carmine scarlet.

EXQUISITE PINK IMP: Pink shading salmon.

GLORIA: Deep salmon-rose.

LILAC KING: Rich lilac, fully double.

LILAC QUEEN: Lilac blue.

PRICE: $\frac{1}{4}$ oz. \$0.20; 1 oz. \$0.80; 4 ozs. \$3.00; pound \$9.00.

LOS ANGELES IMP: Brilliant pink on salmon.

MISS CALIFORNIA: Deep rose on salmon.

PINK KING: Soft salmon-rose.

ROSELIND: Salmon-rose. Shatter-proof.

SWEET LAVENDER: Lavender blue. Med. deep.

WHITE KING: Huge glistening white.

WHITE COCKADE: A fine pure white.

IMPERIAL MIXED: All shades in popular blend.

SUPREME: Very large flowers closely spaced on spike. A good forcer.

DARK BLUE: Rich deep blue.

LILAC: Clear lilac.

PINK: Rose pink.

ROSE: Clear deep rose.

PRICE: $\frac{1}{4}$ oz. \$0.30; 1 oz. \$1.20; 4 ozs. \$4.50; pound \$14.00.

SALMON: A true salmon.

WHITE: A true clear white.

SUPREME MIXED: All colors.

SUPER MAJESTIC: The tallest of the new Larkspur.

DEEP CARMINE: A lively color.

LAVENDER: Medium rosy lavender.

LIGHT BLUE: A very useful shade.

MAJESTIC MIXED: Finest formula blend.

PRICE: $\frac{1}{4}$ oz. \$0.25; 1 oz. \$0.80; 4 ozs. \$3.00; pound \$9.00.

ROSE PINK: Creamy rose pink. Rich.

DEEP SALMON PINK: As named.

WHITE: Pure white. Large flowered.

PETUNIA: Giant Flowered Ruffled.

This small group is but a limited selection of our extensive group of these seeds. Our next edition will carry our full selection. These varieties, however, are those that will be most needed for early planting and we especially direct your attention to the very economical prices quoted here on the finest, new crop seeds from the worlds leading specialists in this field.

VARIETY	PRICE PER	$\frac{1}{128}$ oz.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.
DWARF GIANTS OF CALIFORNIA: Ramona Strain Dark Shades.		\$.90	\$5.85	\$17.50
DWARF GIANTS OF CALIFORNIA: Ramona Strain Light Shades.90	5.85	17.50
DWARF GIANTS OF CALIFORNIA: Ramona Strain Lt. & Dk. Shades Mxd.90	5.85	17.50
GLAMOUR: Huge salmon-rose.90	5.85	17.50
MARYLN: (Salmon Beauty) A very rich salmon.75	5.00	15.00
PARAMOUNT GIANTS: Fine robust habit for less favorable conditions.90	5.85	17.50
SPECIAL FLORIST MIXTURE: Medium dwarf, all colors.65	4.25	12.50
SUPER DWARF MIXED: The most dwarf of this race.		1.25	9.00	25.00
SUPER FLUFFY RUFFLES: Heavily ruffled in a grand range of colors.50	3.50	10.00
SUPREME FLORIST STRAIN: Rose, pink and salmon shades.90	5.00	15.00
RUFFLED MONSTERS: A fine large flowered mixture.50	3.50	10.00
FRINGED SNOWSTORM: Compact, vigorous pure white.65	5.00	15.00
ROYAL PURPLE: Fringed, deep velvety purple.75	5.00	15.00
THEODOSIA IMPROVED: Fringed rose, golden throat.65	4.75	14.00

GREENHOUSE SWEET PEAS

Early Flowering Spencer

PINK, ROSE and SALMON:

APOLLO: Light salmon cerise.
BALL ROSE QUEEN: Large rose pink.
BALL ROSE SUPREME: Bright silvery rose-pink.
BOON: Large, deep salmon-rose.
BRIDESMAID: Deep silvery-pink.
COQUETTE: Coral pink.
DAPHNE: Salmon-pink on cream.
HIAWATHA: Deep rose self.
LADDIE IMPROVED: Long stemmed giant rose.
Mrs. H. S. REDDICK: Robust salmon-pink.
SEQUOIA: Rich golden cerise.
SHIRLEY TEMPLE: Soft rose pink.
TOPS: Fine rose pink.

ORANGE SHADES:

BALL ORANGE IMP: Clear, bright orange.
FIESTA: Orange-cerise.
TREASURE ISLAND: Golden orange.

BLUE, LAVENDER and PURPLE:

AMETHYST: Royal purple.
AVALON: New mid-blue.
HARMONY: Clear lavender.
RHAPSODY: Rosy-lavender.
TAHOE: Fine mid-blue.
TOP HAT: Deep bright violet-blue.
TRIUMPH: Long stemmed lilac-mauve.
TWILIGHT: Giant clear lavender.

SCARLET and MAROON SHADES:

BACCHUS: Rich red-maroon.
MISS ALABAMA: Deep chocolate-maroon.
PRIDE: Long stemmed deep cerise.
REDWOODS: Fine crimson.

WHITE and CREAM:

BALL WHITE: Large white. W. S.
HOPE IMPROVED: Pure white. B. S.
ORIENTAL: Rich cream. B. S.
WHITE CHAMPION: Giant pure white. W. S.

ALL THE SAME PRICE: 30¢ per OUNCE; \$4.80 per POUND.

NOTE - - THE OUNCE PRICE IS AT THE POUND RATE.

DUTCH IRIS BULBS

We listed a clean-up offer of Iris Bulbs last year clearing a large stock which we had been supplying our customers for several years. We thought that would be the last we would offer of these. We were mistaken!

The offer made here is surplus from another of our leading local growers available after he had fulfilled his large contract commitments. In all varieties and sizes there is 240,000 bulbs of as fine a quality as you can find. All grown right here in the Rogue River Valley of Southern Oregon, this is one of the finest quality lines grown in the North-West. **PRICES:** Attractive of course, in fact just about two grades below most. Order now while selections are complete but please state whether substitution in similar color is or is not acceptable in case of exhaustion. It will be assumed that it is unless this information is given.

THESE PRICES: Include cases and packing without added charge but in all cases delivery is F. O. B. the transportation office at Grants Pass, Oregon. Immediate delivery subject to being unsold on receipt of orders. Terms, cash with order. In quantities of 5,000 or more we will be glad to quote a quantity price. The 1,000 price may be applied to 250 of a variety and/or size. Not less than 50 of a variety and/or size will be sold.

VARIETY	6-7 cm		7-8 cm		8-9 cm		9-10 cm		10 cm up	
PRICE PER	100	1,000	100	1,000	100	1,000	100	1,000	100	1,000
A. BLOEMAARD: Blue.	\$1.75	\$12.00	\$2.50	\$20.00	\$3.00	\$25.00	\$.....	\$.....	\$.....	\$.....
A. van NIEROP: Yellow-white.	3.00	23.00
D. HAERING: Late white.	2.50	20.00	5.00	42.00
H. C. VAN VLIET: Fine blue.	1.75	12.00	2.50	20.00	3.00	25.00
IMPERATOR: Late standard blue.	1.75	12.00	2.50	20.00	3.00	25.00	3.40	28.00
WEDGEWOOD: Large early blue.	1.50	12.00
WHITE EXCELSIOR: Fine white.	2.75	23.00	3.80	35.00	4.80	45.00	5.00	48.00
WHITE SUPERIOR: Super white.	2.75	23.00	3.80	35.00	4.80	45.00	5.00	48.00	5.25	50.00

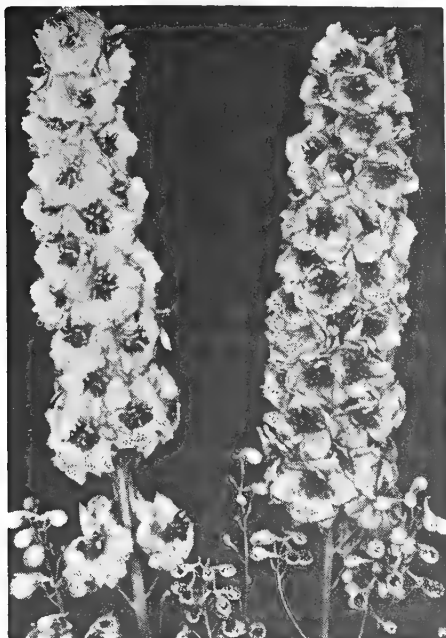
Harrold's Pansy Gardens and Greenhouses

HORTICULTURISTS SINCE 1902

P. O. BOX 29

GRANTS PASS

OREGON, U. S. A.



Pacific Giant Hybrid DELPHINIUM

BLACK KNIGHT: Really dark shades of velvety texture.

BLUE BIRD: A fine medium blue with white bee.

BLUE JAY: A very intense, brilliant blue with dark bee.

CAMELIARD: An exquisite pure lavender. Very striking.

GALAHAD: The finest pure white ever produced. Heavy in double flowering plants and comes quite true for a white.

GUINEVERE: A new pinkish-lavender with white bee.

KING ARTHUR: Royal violet-blue with white bee.

LANCELOT: Pure lilac with white bee.

ROUND TABLE: An exquisitely blended mixture of all the select, named colors.

SIR PERCIVAL: The newest white with black bee.

SUMMER SKIES: Light blue with attractive white bee.

SEED PRICES: Single pkt., 50¢; any three your selection for \$1.15; any 6, \$2.00; a pkt. each of all 11 varieties for \$3.40. Free cultural sheet with orders.

Without doubt this strain of Giant Hybrid Delphiniums are the finest available today for the American garden. They are sufficiently hardy to permit culture in practically every part of the United States and they come remarkably true from seed for a stock of hybrid background. The plants are more resistant to disease than any other large flowered strain. Not quite as tall as some of the English varieties (a definite advantage in windy situations) the stems are tough and willowy, withstanding culture in exposed situations much better. The flowers are huge and the percentage of doubles is very high when grown from our seeds. In some sorts seed deliveries will be only possible after harvest in July and August.

DELPHINIUM PLANTS: We have a very fine block of these for fall delivery. Two year clumps of Round Table Mixture only will be available at 3 for \$1.50; 6 for \$2.50; 12 for \$4.75.

A FULL SELECTION OF ALL VARIETIES listed above will be available in one year plants at 3 for \$1.25; 6 for \$2.00; 12 for \$3.50; 25 for \$6.50 postpaid. Not less than 2 plants of a kind will be labeled. Shipment can be made after about Mid-September.

Harrold's HARDY PRIMROSES - -

BLUE SHADES: For the first time in several years we are able to offer a limited supply of both seeds and plants of blue polyanthus that has proven to be reasonably true to color. The shades range from bright azure blue to violet blue in about 75% of the plants with the others of desirable dark shades. Flowers are large and plant habit good.

SEEDS: \$1.50 per pkt., of about 100 seeds; 3 pkts. for \$4.00.

FIRST YEAR PLANTS: 4 for \$2.00; 12 for \$5.00; 25 for \$9.00 postpaid.

HARROLD'S PEDIGREED GIANTS: (Polyanthus-Veris Hybrids) An ideal spring companion to your Pansy beds. These are the largest flowered and a strain of the most varied colors to be obtained today. Available in mixed colors only the blend is most brilliant, containing reds, bronze, yellow, purple, white, pink, flame and many pastel multi-colors. Growth is robust, disease resistant and flower heads are massive. Seeds planted now will give nice plants for bloom next spring.

PLANTS: Year old and of good transplanting size, 6 for \$1.75; 12 for \$3.00; 25 for \$5.50 postpaid.

SEEDS: Tested germination. Pkt., about 150 seeds, \$1.00; 3 pkts. for \$2.50.

AURICULA: The popular Alpine Primrose for the shaded rockery. Flowers large in med. clusters. Coloring most varied and exclusive to this group.

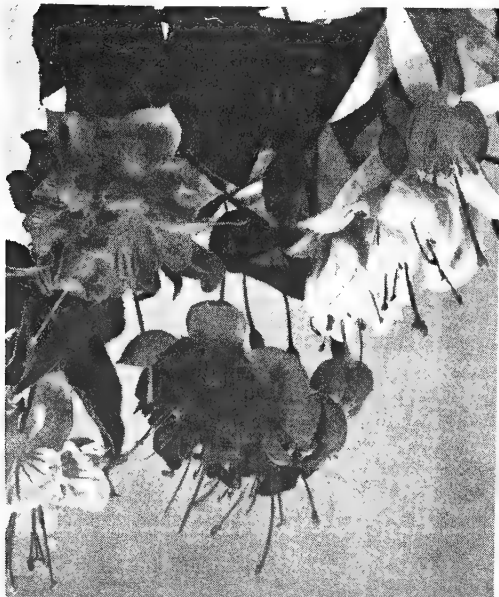
Each floret has a center blotch with a contrasting edge.

SEEDS: Price the same as Harrold's Pedigreed Giants and may be assorted with them.

CASHMERIANA: A unique primrose not often seen. Dense heads of small florets in lilac shades. Plants about 10 inches high and free flowering.

SEEDS: Same price as Harrold's Pedigreed Giants and may be assorted with them on 3 pkt. orders or more.





Harrold's

FUCHSIA SEED

The growing of Fuchsias from seed is an enjoyable experience. Not especially difficult you are always sure to develop some new colors and types not available in named plants. Culture is relatively easy with the cultural bulletin that we supply with each order for seeds.

SUPERLATIVE MIXTURE: The ultimate in quality being from all hand pollinated crosses on parent plants of named varieties rated "A" or "B" class by the American Fuchsia Society. Will bloom usually in 8 months to a year from planting. Seeds germinate slowly and irregular so plant early. **PRICE:** Per packet of about 100 seeds \$2.00; 3 packets for \$5.00.

DOUBLE AND SINGLE MIXED: From a most choice collection of named parent plants in a full range of colors and types. **PRICE:** Per packet, about 100 seeds, \$1.75; 3 packets for \$4.00.

Harrold's

GLOXINIAS

These plants are of much interest to the house plant enthusiast and they do nicely in beds, boxes or urns under about the same treatment and situation as Tuberous Begonias. The culture is so similar to Begonias that no difficulty should be experienced by those who have mastered that plant. A famous garden authority has said, "to my mind Gloxinias are one of the outstanding house pot plants. They are striking and of almost perfect habit. By comparison many plants commonly grown in the house seem hardly worthwhile."

GLOXINIA SEEDS -

Actually about the only time of the year when these seeds are not in ideal planting season is between May and July and even then they may be planted with much success. July and on through the fall months is an ideal time for planting to have blooming plants during late winter and spring. They may be successfully grown in the average home flower window and if you have a small greenhouse you really should not overlook them. The culture is not especially difficult but will require some care as with all really fine seeded plants. We supply a culture leaflet with all orders.

HYBRIDS GRANDIFLORA MIXTURE: A very fine blend of colors in the long tubed, giant flowering types. An excellent selection for the small grower.

DEFIANCE: A brilliant scarlet shade.

EMPEROR FREDERICK: Scarlet, bordered white.

EMPEROR WILLIAM: Dk. violet, bordered white.

MONT BLANC: Glistening pure white.

RIO des ROUGES: Brilliant blood scarlet, beautifully frilled.

VIOLACEA: Soft violet self.

WATERLOO: Attractive dark purple.

SEED PRICES: Any selection of these. Per packet of about 150 seeds, \$1.00; 4 pkts. for \$3.50.

GIERTH'S HYBRID RED: Very rich colored, huge flowers. Flexible leaves.

GIERTH'S HYBRID BLUE: Blue shades otherwise same as the red.

GIERTH'S HYBRID WHITE: Very fine large white.

HARROLD'S SHADES OF ROSE: A new super-giant type in shades of rich rose. Flexible leaves.

PRINCE ALBERT: Giant violet with white edge.

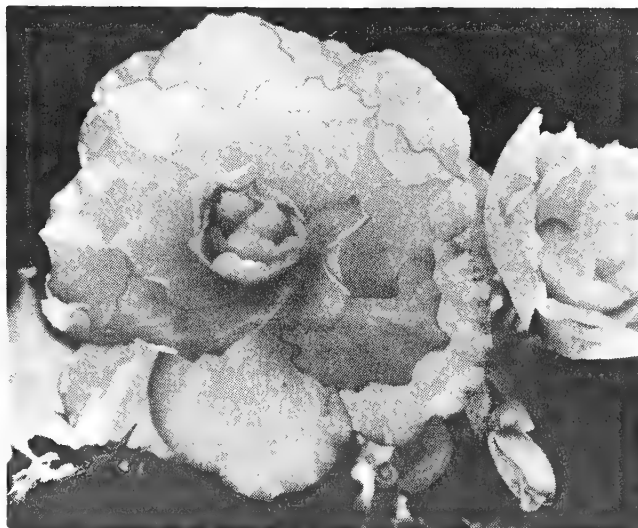
SPOTTED HYBRIDS: A new selection of the most unusual, large flowered types with spotted markings. Mostly in light shades.

SEED PRICES: Any selection of these. Per packet of about 150 seeds, \$1.25; 3 pkts. for \$3.25.

**HARROLD'S BEGONIA GROW
IS AN IDEAL FOOD FOR
BOTH OF THESE PLANTS.**



Harrold's
AMERICAN STRAIN
TUBEROUS
BEGONIA
PLANTS



DOUBLE CAMELLIA FLOWERED

Tuberous Begonias have been a major specialty with us for many years and each year they become a larger operation as the popularity of these plants is growing almost faster than production can be expanded. We therefore feel that we have better facilities and know-how to serve you in this field than any other source of these tubers, plants or seeds. We supply with every shipment a most complete booklet on culture that will lead you to more pleasure from this unique plant.

The season for dormant tubers extends from Jan. and Feb. to about June 20th. However, we have many patrons who prefer to buy their plants already to pot or bed out and for these we plant several thousand each year. These plants are ready from about May 10th until about Sept. 10th or later depending, of course, on the demand and how the supply holds out. Plants bedded even as late as the end of July will usually give several weeks of nice bloom before frost as many of the larger plants are in bud and bloom when shipped. Potting even through August will allow much pleasurable bloom during late summer and fall until the plants cure off sometime around Thanksgiving to Christmas. We suggest that you order a collection of these at once and learn the value of this beautiful and exotic group of plants.

The plants offered here are all robust and healthy, shipped in specially designed, ventilated cartons. Careful packing has made possible perfect delivery to localities as far away as New York, Maine, Pa. and Georgia. The larger plants offered are all grown from full size, commercial grade tubers $1\frac{1}{4}$ to 2 inch in diameter so they make husky plants with a profusion of bloom when given a suitable situation in which to grow and develop. The regular stock offered should not be confused with seedlings which are usually all that can be obtained in these plants at this season of the year. We supply seedlings, as specifically offered here, but they are priced accordingly and will not make as large plants as the better stock. All prices are Postpaid.

AS SOME VARIETIES AND COLORS ARE LIMITED IN QUANTITY PLEASE GIVE SECOND CHOICE TO BE USED in case of exhaustion or state whether substitution is acceptable. If no information in this regard is given we will send nearest item available in case of shortage.

TYPE or VARIETY	COLOR	PRICE PER	Each	3	6	12
CAMELLIA - SANTA TYPE: All the finest ruffled doubles.						
SANTA ANA: Huge, bright orange of robust habit.			\$2.50	\$5.00	\$9.50	\$17.50
SANTA BARBARA: Deep yellow of the finest shade yet produced.			2.50	5.00	9.50	17.50
SANTA CRUZ: Largest deep red. Immense in suitable culture.			2.50	5.00	9.50	17.50
SANTA MARGARITA: Light pink, beautifully ruffled.			2.50	5.00	9.50	17.50
SANTA PAULA: A super-giant light salmon.			2.50	5.00	9.50	17.50
SANTA ROSA: Deep rose. Darker than Rose Dawn. Sturdy.			2.50	5.00	9.50	17.50
AMERICAN WONDER: Ruffled cerise-rose. Exquisite.			1.25	3.00	5.50	10.00
ATOMIC GOLD: Brilliant flame-orange of ruffled form.			1.25	3.00	5.50	10.00
GORGEOUS: Clear, luscious salmon-rose.			1.25	3.00	5.50	10.00

SEE NEXT PAGE FOR ADDED VARIETIES.

TUBEROUS BEGONIA PLANTS Continued

TYPE or VARIETY	COLOR	PRICE PER	Each	3	6	12
MARGINATA FASCINATION: Similar to Crispa in type. White with rose border. Very striking.			\$1.25	\$3.00	\$5.50	\$10.00
MARTIANA or HOLLYHOCK: A very striking novelty of entirely different form. Plant is of spire shape with flowers along the stem like a hollyhock. Flowers not large but double and mostly pink or rose. Fine for pots.			1.50	3.50	6.50
CAMELLIA RED TRIUMPH: The largest deep ruby-red, velvety. Must have good culture to develop maximum size.			1.25	3.00	5.50	10.00
ROSE DAWN: A delicious shade of light rose. Good pot plant.			1.25	3.00	5.50	10.00
STARS AND STRIPES: Speckled and striped red and white.			1.25	3.00	5.50	10.00
CRISPA SUNSET: Copper with red edge. Heavily ruffled. Striking.			1.25	3.00	5.50	10.00
CRISTATA AUTUMN GLOW: A tufted or crested type of the most unusual size and coloring. Flowers sometimes measure 10 inches across. Ground color apricot, tufts copper.			2.50	5.00	9.50	17.50
CRISTATA MIXED: Frilled with tufts on each petal. A very attractive form. Color range most attractive blend.85	2.25	4.00	7.50
DOUBLE MARMORATA: Flowers medium size, rose and white mottled.85	2.25	4.00	7.50
CRISPA MARGINATA: Flowers white edged pink or salmon edged copper.85	2.25	4.00	7.50
NARCISSAFLOEA: An individual novelty resembling giant daffodils. Colors in a mixture of bright shades only.			1.00	2.75	5.00
CAMELLIA PICOTEE: The usual giant camellia form but in pastel shades with each flower petal edge marked in a most attractive manner.			1.00	2.75	5.00
ROSEBUD DOUBLE: A distinct type resembling hybrid tea roses. Colors are mostly in pink and rose shades in mixture.			1.00	2.75	5.00
SPECKLED AND SPOTTED: Double form. Scarlet splashed white.85	2.25	4.00	7.50
EXOTIC MIXTURE: This is a mixture of all forms and colors. They are most interesting and an especial value at this price.	2.00	3.50	6.50
CAMELLIA FLOWERED DOUBLE: This type is available in specified colors and is the most widely used of all T. Begonias. For the beginner, general bedding or potting these are to be highly recommended. Colors, your choice, apricot, pink, orange, rose-pink, red, rose, salmon, scarlet, yellow and white.	2.00	3.00	5.00
CARNATION FLOWERED DOUBLE: These are like huge carnations. The supply is limited and colors in mixture only.	2.00	3.00	5.00
PENDULA or HANGING BASKET: Of pendent habit these make a beautiful basket or edging plant where they may trail. Colors - apricot, orange, red, rose, salmon, yellow or white.	2.00	3.00	5.00
CRISPA or SINGLE FRILLED: A striking and attractive type. The edges heavily ruffled and frilled. Colors, apricot, pink, orange, rose, scarlet and white.	2.00	3.00	5.00

SPECIAL - SPECIAL

HARROLD'S FANCIERS BLEND: Here is a really unusual offer as these contain a wide range of types and a full color range. They are in part grown from seeds of standard varieties listed above and in part from hybrid crosses from our breeding work. You'll grow many unusual colors and forms from this mixture. Suggested for the fancier who is building a permanent collection.

1.00 2.50 3.00 5.00

HARROLD'S FANCIERS SEEDLINGS: For those growers who like to use seedling stock we have a nice block of these at the unusual price of \$3.00 per dozen; 25 for \$5.00 postpaid. These will give nice late bloom and make excellent tubers for your main planting next year.

COMBINATIONS: Selections may be made in varieties of the same price to make up the quantity for pricing. However, varieties in a different price group may not be pro-rated for pricing purposes.

Harrold's Begonia Grow

A food compound that supplies those elements needed in addition to regular garden soil and peat moss to give the best cultural medium for Begonias or Gloxinia. In concentrated form it is to be mixed with peat moss for use. Now is a good time to apply it to any Begonias that you have in your garden as it is recommended that it be applied as the plants come into bloom or at any time during the blooming season when it is top dressed as a mulch application. Order now for the plants you have or the plants you order from this list. It may also be used with benefit on practically any plant or shrub usually grown in shade or semi-shade. Full directions for application with each shipment.

PRICE: Package for 12 Begonia plants 60¢; 50 tuber package \$2.00; 100 tuber package \$3.75 postpaid. Bulk by weight, 25 pounds for \$6.25; 50 pounds \$10.00; 100 pounds \$18.50 by express collect. Use 10 pounds for 100 square feet for general application or a pound for 12 to 15 tubers.

Harrold's
HOLLAND GROWN

BULBS

**PLANT SEPTEMBER THRU NOVEMBER
ORDER EARLY — NOW!**

PLACE YOUR ORDER EARLY: Because of the heavy volume handled all orders will be shipped in sequence of their receipt by us, as quickly as it is possible to pack them, after the start of the shipping season. For that reason, those wishing early delivery should order at once. After the season is under way and the first rush is over shipments will go out promptly. Normally allow 10 days to two weeks for delivery when the season is in full swing with a bit more than that on the first of the season. We do everything possible to give early delivery. Shipping usually starts by mid-September.

ORDER FOR FALL PLANTING NOW: We are ready to book orders for these **HOLLAND BULBS** for shipment just as soon as they arrive at our New York warehouse. Some stock will start arriving by the end of Aug. and a full line should be ready in Sept. The shipping season extends to Dec. 10th., at which time the eastern warehouse is closed.

ALL SHIPMENTS ARE MADE FROM OUR NEW YORK WAREHOUSE. Orders should be sent TO GRANTS PASS, our office, but shipment will be from the warehouse as this saves time for you and postage costs for us. It also allows us to start shipping at least 3 weeks earlier than we could from the West Coast and the facilities for filling in shortages is better.

SHIPMENTS ARE ALL PREPAID: All prices include postage to your city. In a few cases local inspection rules may require reshipment to an inspection point although these cases are few. We do not cover any such added charges as they can't be computed by us. We don't ship these bulbs outside the U. S. A.

MINIMUM ORDER SIZE AND QUANTITY RULES: We can not fill orders from this bulb list amounting to a total smaller than \$2.00. Individual items in your order **MUST** be for quantities specifically listed or multiples of these quantities. For instance most offers are by 10, 25, 50 and 100 and where the quantity desired

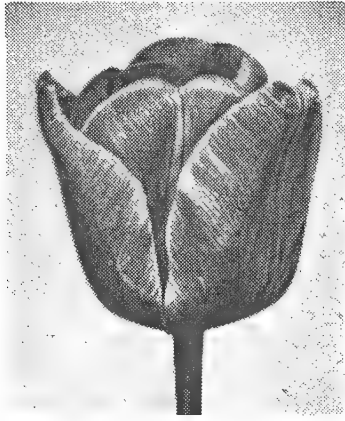


is not listed it must be made up from multiples of the smaller quantities at the prices given on these listed items. **VARIETIES OR COLORS MAY NOT BE COMBINED** to make up a quantity for pricing purposes. The collections are designed to take care of this small unit requirement and should be used in such cases. If order and/or remittance does not conform to this rule we will reprice to make shipment conform to the remittance made. In ordering collections always specify the variety of bulb and the collection letter - "B" - "K" etc.

SUBSTITUTIONS: Please specify if these are not acceptable. If this information is not given and a variety becomes completely exhausted, we will send another sort similar in type and color if available.

REMITTANCE: The same rules apply here as is general throughout this catalogue. Send check, draft or money-order with the order for the full remittance. We do not ship anything C. O. D. Stamps are not acceptable on bulb orders. If remittance is deficient merchandise only to the amount remitted will be sent. Over remittance will be promptly refunded.

**ALL BULBS OFFERED
ARE GOOD BLOOMING SIZE**



Giant Long Stemmed

DARWIN - BREEDER

and COTTAGE TULIPS

The varieties in this group are all May flowering and cover the most useful and popular colors and types. Each variety included in this list has been very carefully selected as the very best in its color and type. The Darwins are bold of shade and rather round of form. The Cottage types are of brilliant shades and oval in form. The Breeders are rich but of subdued tone.

VARIETY	TYPE	COLOR	Price Per	10	25	50	100
*ALABASTER:	(Darwin)	Lustrous white, large and well formed. 30''.	\$.90	\$1.90	\$3.75	\$ 7.50
CHERBOURG:	(Breeder)	Deep orange-yellow suffused light bronze. 32''.	..	1.30	2.75	5.50	11.00
*CLARA BUTT:	(Darwin)	The favorite old-time salmon pink. 26''.85	1.80	3.60	7.20
DIDO:	(Cottage)	Orange-red with amber-orange edge. Delightful. 28''.90	1.90	3.75	7.50
*ECLIPSE:	(Darwin)	Glowing blood-red. Very large. 30''.	1.20	2.45	4.90	9.80
*FARNCOMBE SANDERS:	(Darwin)	Fiery rose-scarlet. Perfect form. 30''.90	1.90	3.75	7.50
GEORGES GRAPPE:	(Breeder)	The loveliest pure lavender-blue. 36''.	1.00	2.15	4.30	8.60
*GOLDEN AGE:	(Darwin)	Perfect golden-yellow flower. 29''.	1.25	2.60	5.20	10.40
*GOLDEN HARVEST:	(Cottage)	Deep lemon-yellow of great substance. 28''.90	1.90	3.75	7.50
INDIAN CHIEF:	(Breeder)	A glorious Indian brown. 36''.	1.15	2.45	4.90	9.80
*KATHLEEN PARLOW:	(Darwin)	A very lovely pink. 30''.	1.00	2.15	4.30	8.60
*LA TULIPE NOIRE:	(Darwin)	Velvety maroon-black. 28''.95	1.95	3.90	7.80
LOUIS XIV:	(Breeder)	Dark purple bordered golden-bronze. 32''.	1.20	2.45	4.90	9.80
MARJORIE BOWEN:	(Cottage)	Blended salmon-pink and buff. 28''.95	2.00	4.00	8.00
MARSHALL HAIG:	(Cottage)	Beautiful, long, brilliant scarlet. 29''.	1.20	2.45	4.90	9.80
MRS. JOHN T. SCHEEPER:	(Cottage)	Elegant large golden yellow. 32''.	1.25	2.60	5.20	10.40
NORTHERN QUEEN:	(Cottage)	The most delicate pink. 24''.	1.45	3.00	6.00	12.00
OSSI OSWALDA:	(Darwin)	Lovely cream white flushed rose. 28''.	1.10	2.30	4.60	9.20
PRINCESS ELIZABETH:	(Darwin)	Vivid rosy-pink. 28''.95	2.00	4.00	8.00
ROSABELLA:	(Cottage)	Delicate watermelon-pink. 26''.	1.30	2.75	5.50	11.00
PRINCESS MARGARET ROSE:	(Cottage)	Yellow edged orange. 26''.85	1.80	3.60	7.20
SCOTCH LASSIE:	(Darwin)	Deep, pure lavender. 28''.90	1.90	3.75	7.50
THE BISHOP:	(Darwin)	Clear deep violet-blue. 30''.	1.45	3.00	6.00	12.00
*VALENTINE:	(Darwin)	Mauve-violet, inside heliotrope. 30''.95	2.00	4.00	8.00
*ZWANENBURG:	(Darwin)	Pure white with black anthers. 28''.85	1.75	3.45	6.90

COLLECTION A: 75 Fancy Tulips, 3 each of the above 25 varieties all separately labeled, for \$7.20 POSTPAID.

COLLECTION B: 125 Fancy Tulips, 5 each of the above 25 varieties all separately labeled, for \$11.15 POSTPAID.

COLLECTION C: 100 Fancy Tulips, 10 each of the 10 varieties marked (*) separately labeled, for \$8.15 POSTPAID.

COLLECTION D: 50 Fancy Tulips, 5 each of the 10 varieties marked (*) separately labeled, for \$4.30 POSTPAID.

QUEEN OF THE NIGHT:	(Darwin)	A nearly black tulip. 30''.95	1.95	3.90	7.80
SUNKIST:	(Darwin)	The finest yellow Darwin. 30''.	1.20	2.50	5.00	10.00
DUKE OF WELLINGTON:	(Darwin)	The finest pure white. 30''.	1.05	2.25	4.45	8.90
SCARLET LEADER:	(Darwin)	The very best red Darwin. 28''.	1.15	2.35	4.70	9.40
THE PEACH:	(Darwin)	A glorious peach shade. 27''.	1.20	2.50	5.00	10.00

COLLECTION E: 50 outstanding Darwin Tulips, 10 each of the above 5 varieties for \$4.60 labeled and postpaid.

COLLECTION F: 25 Darwin Tulips, 5 each of the above 5 varieties separately labeled for \$2.50 POSTPAID.

DARWIN TULIPS BY COLOR ONLY: These offer a most economical way to buy Tulips where the variety is not as important as the color effect. We select the variety in every case here.

BRIGHT RED:	Always attractive.85	1.75	3.50	7.00
DEEP SCARLET:85	1.80	3.60	7.20

COLOR	Price Per	10	25	50	100
PURE YELLOW:	\$.85	\$1.75	\$3.50	\$ 7.00	
SNOW WHITE:85	1.75	3.50	7.00	
SOFT PINK:85	1.75	3.50	7.00	
LAVENDER BLUE:90	1.90	3.75	7.50	
MAROON BLACK:85	1.80	3.60	7.20	
COLLECTION L: 70 Darwin Tulips, 10 each of the above 7 colors separately labeled for \$5.00 POSTPAID.					
DARWIN TULIP "RAINBOW" MIXTURE: An inexpensive mixture of all colors for mass bedding. PRICE: 25 for \$1.80; 50 for \$3.50; 100 for \$6.90 POSTPAID.					

Fantastic PARROT TULIPS

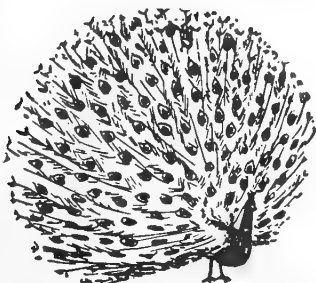
These varieties are always stunning and eye-catching and their artistic and unusual form shows to excellent advantage when planted in clumps here and there in the border - especially in front of evergreens The flowers are curiously slashed and fringed on the edges and the coloring is as novel as the form, sometimes with several shades in a single flower.

NEW THIS YEAR.						
THE BLACK PARROT: Exotic - Rare - The Tulip of the year. Huge blooms on 28'' stems. PRICE 50¢ each; 3 for \$1.40; 10 for \$4.25. Limit of 10 to a customer.						
VARIETY	COLOR	Price Per	10	25	50	100
BLUE PARROT:	Bright violet flushed steel-blue. Heavily fringe.	\$.95	\$1.95	\$3.90	\$ 7.80
FANTASY:	Clear rose-pink beautifully marked.95	1.95	3.90	7.80
FIREBIRD:	Brilliant red deeply fringed.	1.00	2.15	4.30	8.60
ORANGE FAVORITE:	Exceptionally fine shade of orange.90	1.90	3.75	7.50
SUNSHINE:	Clear golden-yellow of beautiful form.	1.25	2.60	5.20	10.40
VIOLET QUEEN:	Lilac-blue, white base. A lovely color.	1.60	3.40	6.75	13.50
COLLECTION G: 30 Parrot Tulips, 5 each of the above 6 kinds separately labeled for \$2.95 POSTPAID.						
COLLECTION H: 60 Parrot Tulips, 10 each of the above 6 kinds separately labeled for \$5.60 POSTPAID.						

BOTANICAL TULIPS

We highly recommend this group to your attention. These varieties are overlooked by most gardeners and in our estimation they are second in interest only to the Darwins. They are all novel, unusual plants mostly of dwarf plant habit but with very showy flowers. Some bloom as early as late February and most flower well ahead of other Tulips. We think you'll be enthusiastic about them after once trying them.

VARIETY	COLOR	Price Per	3	10	50
JOHANN STRAUSS: Interesting, slender flowers with pointed petals. Foliage striped purple-brown. 10" tall.		\$.95	\$2.75	\$12.50	
CLUSIANA: "Little Lady Tulip" Outer petals cherry-red, inner flower white with violet base. 12" high.30	.80	3.50	
KAUFMANNIANA: The "Waterlily" Tulip. Earliest to flower. White to cream, outside of petals crimson. 8" tall.75	2.15	9.90	
PRAESTANS FUSILIER: Large plant with 4 or more flowers of orange red on a good sized stem. 8", blooms April.		1.05	3.10	14.25	
RED EMPEROR: The largest flowered Tulip in cultivation. The flower is brilliant scarlet. Blooms with early Daffodils - March and April. 18" tall.50	1.40	6.00	
COLLECTION M: 15 Botanical Tulips, 3 each of the above 5 varieties separately labeled for \$2.95 POSTPAID.					
COLLECTION N: 25 Botanical Tulips, 5 each of the above 5 varieties separately labeled for \$4.80 POSTPAID.					



Exciting NEW PEACOCK TULIP

A NEW HYBRID TULIP: Amazing shades of great variety displayed in large flowers that open widely. The Peacock appellation is derived from the characteristic of spreading their flower colors as a peacock spreads his feathers. Plant foliage has a distinct purple-brown stripe in the leaf. Flower over a long season.
PRICE: 3 for \$1.00; 10 for \$2.90; 25 for \$6.10. Supply is limited so order at once.



DAFFODILS^A_N^D NARCISSUS

This group of varieties is always popular. They are among the first flowers to bloom in spring and are always brilliant. Also they are a long term investment in beauty as they all naturalize easily and will bloom for many years without attention or resetting. At these prices you can use freely.

VARIETY	COLOR	Price Per	10	50	100
POPULAR ASSORTMENT: All types, most popular varieties.					
SCARLET ELEGANS: (Narcissus)	Yellow perianth, orange cup edged scarlet.	\$1.25	\$ 5.50	\$11.00	
TEXAS: (Narcissus)	Double yellow with orange center.	2.10	9.00	18.00	
CHEERFULNESS: (Narcissus)	Double. Three creamy white flowers per stem.	1.40	5.80	11.60	
MAGNIFICENCE: (Daffodil)	Huge golden yellow trumpet.	2.40	10.00	20.00	
PRESIDENT Le BRUN: (Daffodil)	Perianth cream white, golden yellow trumpet.	2.90	12.50	25.00	
MONIQUE: (Narcissus)	Red-Cupped white perianth.	1.45	6.00	12.00	
GERANIUM: (Narcissus)	White and orange red. Several to a stem.	2.80	8.50	17.00	

COLLECTION S: 21 Daffodils and Narcissus, 3 each of the above 7 sorts separately labeled for \$3.75 POSTPAID.

GIANT TRUMPET DAFFODILS: These are by all odds the showiest.

KING ALFRED: Rich golden yellow of huge size. Very popular.	2.00	8.50	17.00
MRS. E. H. KRELAGE: Pure white perianth, creamy trumpet.	2.00	8.50	17.00
MUSIC HALL: White perianth, yellow trumpet.	2.50	10.50	21.00
RAMBRANDT: Very large deep yellow trumpet.	2.15	9.00	18.00

COLLECTION T: 20 Giant Trumpet Daffodils, 5 each of the above 4 kinds, each separately labeled for \$3.95 POSTPAID.

SHORT-CUPPED AND CROWNED NARCISSUS:

ACTAEA: (Poeticus) White perianth, scarlet eye.	1.60	6.75	13.50
CARLTON: Uniform soft yellow, large cup.	1.80	7.75	15.50
DEANNA DURBIN: White perianth, bright orange cup.	2.00	8.50	17.00
FORTUNE: Pure yellow perianth with orange crown.	2.50	11.25	22.50
JOHN EVELYN: White perianth, densely frilled flat yellow cup.	1.40	6.00	12.00
LA RIANTE: White perianth, deep red cup.	1.60	7.00	14.00

COLLECTION U: 18 Narcissus Bulbs, 3 each of the above 6 varieties, each labeled separately for \$3.05 POSTPAID.

BOUQUET AND DOUBLE NARCISSUS:

INGLESCOMBE: (Double) Uniform soft yellow.	1.50	6.50	13.00
LAURENS KOSTER: (Bouquet) White perianth, deep yellow eye.	1.50	6.50	13.00
SCARLET GEM: (Bouquet) Yellow perianth, orange-scarlet eye.	1.50	6.50	13.00
TWINK: (Double) Primrose yellow, inner petals orange.	1.55	6.75	13.50
THALIA: (Bouquet) Three or more fragrant flowers on a stem.	2.50	11.25	22.50

COLLECTION V: 15 Narcissus Bulbs, 3 each of the above 5 varieties, each separately labeled for \$2.40 POSTPAID.

THE PINK DAFFODIL: These are indeed a choice item.

MRS. R. O. BACKHOUSE: Large pink trumpet on a white perianth.	2.60	11.50	23.00
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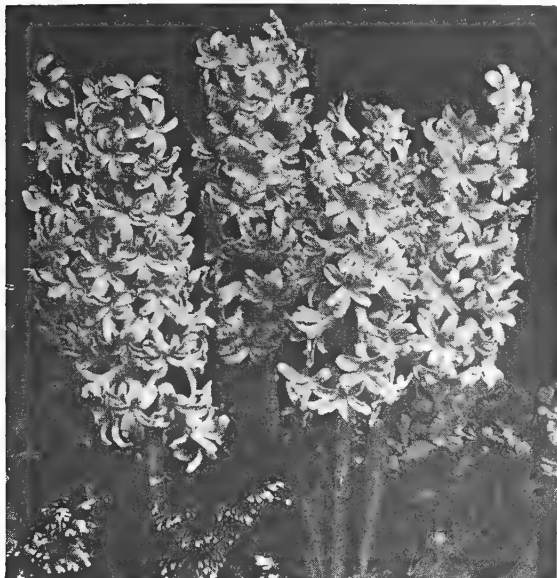
VARIETY	COLOR	Price Per	25	100	1,000
NATURALIZING BULBS: Mixed colors; types for permanent plantings.					
GOLDEN TRUMPET DAFFODILS: For mass plantings these are always popular.		\$1.70	\$6.25	\$60.00	
RED AND SHORT CUPPED NARCISSUS MIXED:		1.60	5.75	57.50	
BOUQUET AND DOUBLE NARCISSUS MIXED:		1.70	6.25	60.00	
GENERAL MIXTURE ALL COLORS BOTH NARCISSUS AND DAFFODILS IN MIXTURE:		1.60	5.75	55.00	

PAPERWHITE NARCISSUS: For indoor bowl culture. 10 for \$1.00; 50 for \$4.50.
NEW CRAGFORD NARCISSUS: White with orange cup. Can be bloomed in bowl culture in January. PRICE: 3 for \$1.00; 10 for \$2.70.

ROCK GARDEN SPECIAL COLLECTION

50 BULBS IN ALL, SUITABLE ESPECIALLY FOR ROCK GARDEN PLANTING.
Assortment consists of 5 Tulips Clusiana; 5 Double Red Tulips; 5 Golden Jonquils; 5 Iris Reticulata; 10 Puschkinia; 10 Blue Grape Hyacinths; and 10 Scilla Siberica. Recommended for permanent naturalizing plantings.

SPECIAL 50 BULBS FOR \$2.25 POSTPAID



Dutch HYACINTHS

These named varieties are suitable for pots, window boxes, also for outdoor planting when very large, compact flowers are desired.

- BISMARCK:** Sky-blue.
CITY OF HAARLEM: Bright yellow.
DELFT BLUE: Porcelain-blue.
JAN BOS: Rich scarlet.
LADY DERBY: Satiny rose.
L'INNOCENCE: Pure white.
MYOSOTIS: Pale blue.
OSTARA: China-blue.
QUEEN OF THE WHITES: Snow white.
PINK PEARL: Light pink.

PRICES: Each 40¢; any 3 your selection for \$1.10; 10 of a variety for \$3.25.

COLLECTION Q: 10 Exhibition Hyacinths, one each of the above 10 varieties labeled, \$3.40.

BEDDING - HYACINTHS

These are medium-sized bulbs especially suited for garden planting where they produce fine flower spikes the first year. Bloom in April.

COLOR SELECTION YOUR CHOICE in multiples of quantities priced: Snow-white - dark pink - delicate pink - bright red - pure white - pure yellow - china blue - sky blue. Not less than 3 of a color.

PRICES: 3 for 70¢; 10 for \$2.15; 50 for \$9.75.

COLLECTION R: 21 Bedding Hyacinths, 3 each of the above 7 colors, for \$4.20.

RAINBOW MIXTURE FOR BEDDING:
 10 for \$2.00; 25 for \$4.65; 100 for \$17.50.

Novelty HARDY AMARYLLIS LYCORIS

Rare bulbs with Daffodil-like foliage in early spring. The foliage dies down without blooming in early summer then in August, two to three foot flower spikes appear. These are topped by several soft pink, lily-like flowers in a cluster. They are quite fragrant. Plants are perfectly hardy and thrive under almost any reasonable garden condition. **PRICE:** 50¢ each; 3 for \$1.35; 12 for \$5.00.

HARDY LILIES

Lilies do best in the hardy border where they may become established and grow without being disturbed. They do fine in nooks among shrubbery.

Variety	Price Per	3	10
CANDIDUM: (Madonna Lily) Love-liest snow-white. 4 ft. Blooms June.	\$1.20	\$3.50	
HENRYI: Apricot orange. 3 to 5 feet. Blooms in August.	1.55	4.50	
LONGIFLORUM: (Easter Lily) White, 2 to 3 ft. Blooms July.	1.00	2.75	
ORANGE TRIUMPH: Orange, 3 to 4 feet. Blooms in June.	1.10	3.00	
REGALE: White and pink, 3 to 5 ft. Blooms in July.	1.10	3.00	
SPECIOSUM RUBRUM: Rose-pink and very attractive. 3 to 4 feet. Blooms in August.	1.90	5.50	
TIGRINUM: Salmon-orange, 3 to 4 feet. Blooms August-September.	1.00	2.75	

DUTCH IRIS

Planted in groups closely together, these give a most pleasing effect. They may be left in from year to year. Also force indoors nicely.

Variety	Price Per	10	50
GOLDEN HARVEST: Golden-yellow.	\$.45	\$1.75	
IMPERATOR: Deep blue.	.35	1.50	
LEMON QUEEN: Lemon-yellow.	.70	3.00	
WEDGEWOOD: Best blue. Early.	.50	2.15	
WHITE EXCELSIOR: Pure white.	.45	1.75	

COLLECTION X: 50 Dutch Iris Bulbs, 10 each of the above 5 varieties separately labeled for \$2.10.

DUTCH IRIS MIXTURE: All colors are represented in this mixture and it is very fine for mass planting. **PRICE:** 25 for \$0.85; 100 for \$3.00.

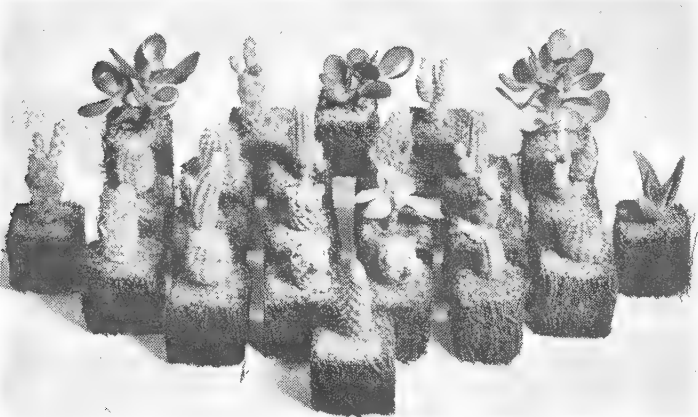
IRIS RETICULATA: A sweet scented iris - deep purple with golden spot. Can easily be forced into bloom indoors about Christmas by planting about 5 bulbs in a 4 inch pot. Also an excellent rock garden plant where it blooms in April. Is 6 to 8 in. tall. **PRICE:** 10 for 60¢; 50 for \$2.10.



Heralds of Spring!

This group of bulbs are the earliest flowers to appear in spring and are always an event in every garden. They bring much enjoyment, require little space and have no serious demands either on environment or the gardeners time.

VARIETY	PRICE PER	10	25	100
CHINODOXA: (Glory-of-the-snow) Blooms early April. Star shaped blue with white center. About 5 inches tall.	\$.30	\$.65	\$2.25	
FRITILLARIA MELEAGRIS: (Guinea-Hen Flower) Bell shaped, pendent flowers in curiously checkered shades of yellow, white and purple.55	1.30	4.75	
BLUE GRAPE HYACINTHS: Excellent for edgings, groups or rock gardens.25	.60	2.00	
WHITE GRAPE HYACINTHS: Excellent as a contrast for the blue variety.45	1.00	3.50	
PUSCHKINIA LIBANOTICA: Free flowering white marked with china-blue.30	.65	2.25	
SCILLA SIBERICA: Produces several spikes of intense blue in April. 4" tall.35	.85	3.00	
SCILLA CAMPANULATA: (Wood Hyacinths) Erect spikes of ball-shaped flowers. Blooms May. Valuable for wild gardens or glades. Blue, white or pink your choice.40	.90	3.25	
IN MIXED COLORS:85	3.00	
SNOW DROPS: Lovely nodding white blooms coming before snow is gone.50	1.15	4.25	
WINTER ACONITES: Buttercup-like flowers on a dark green rosette. Blooms before Crocus.55	1.30	4.75	
SEE SPECIAL ROCK GARDEN SPECIAL ON PAGE 20				
CROCUS: One of the most popular plants for lawns, beds and rock garden.				
EARLY PERFECTION: Large dark lilac.60	1.50	5.00	
PURPUREA GRANDIFLORA: The ever popular purple.60	1.50	5.00	
QUEEN OF THE BLUES: A bright sky-blue.60	1.50	5.00	
REMEMBRANCE: Intense dark blue.60	1.50	5.00	
SNOWSTORM: The finest pure white.70	1.75	5.80	
STRIPED BEAUTY: Light blue striped white.65	1.75	5.30	
YELLOW MAMMOTH: Uniform Yellow.80	2.00	6.80	
COLLECTION Z: 70 Crocus Bulbs, 10 each of the above 7 varieties separately labeled, for \$4.15 POSTPAID.				
CROCUS IN MIXTURE: All colors mixed for naturalizing.50	1.10	3.95	
HERALDS OF SPRING FOR NATURALIZING: A mixture of various varieties from this group ideally suited for the wild-flower border. 1,000 for \$21.00.65	2.25	



Harrold's Novelty

CACTI and SUCCULENTS

Interesting, easily cultured plants that are ideal for miniature gardening in the house. We offer only highly colored dwarf sorts that will be most interesting.

Planted in Fernwood Blocks

Already planted in Fernwood blocks these are simple and easy to culture. Given a sunny window they thrive in ordinary home atmosphere and need watering but about once a month. The Fernwood block is set in a swallow pan of water until saturated when watering them and that's the extent of their attention. A usual 50¢ to 75¢ seller.
PRICED AT: 3 for \$1.40; 6 for \$2.75 all different.
MASTER COLLECTION: As pictured above, 24 planted individually, the complete collection for \$7.50 postpaid.

Economy Collections

These are not planted but are well started plants ideal for building your own miniature garden. The selections are most varied and in all cases we will endeavor, as nearly as possible, to send them all different when order is for 20 or less. Selections will vary at different seasons.
PRICED AT: 5 for \$1.00; 12 for \$2.00; 25 for \$3.75; 100 for \$14.00 postpaid.
BARGAIN COLLECTION: 10 for \$1.25 postpaid.

HORTICULTURISTS SINCE 1902

OREGON, U. S. A.

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PLEASE READ TERMS OF SALE ON BACK OF THIS SHEET BEFORE ORDERING.



Harrold's

CLEMATIS

VINES

Without a doubt, Clematis are the most showy and popular of the flowering vines. They are hardy, once established in a suitable situation and give many years of beautiful display with a minimum of care. The color range is most varied as is the flowering season.

ORDER AT ONCE

The demand has exceeded the supply for the past ten years and as we go to press before we can be fully sure of the number available this year we suggest ordering NOW. We will fill all orders in sequence as long as the supply lasts.

All Large Flowered

DUTCHESS OF EDENBURGH: (June-July)

Superb pure white flowers of interesting double form. Pillar treatment suggested. Price \$1.30 each; 3 for \$3.50.

HENRYI: (June-Oct.) Huge single flowers often 8" across. Pure white with magenta anthers. Price \$1.10 each; 3 for \$3.00.

JACKMANI: (June-Oct.) By far the most seen and popular of the large flowered Clematis. Vigorous growing with huge velvety violet-purple flowers. Price \$1.10 each; 3 for \$3.00.

JACKMANI RUBRA: (June-Oct.) Same growth of regular form and equal flower size. Color rich deep red. Price \$1.30 each; 3 for \$3.50.

LADY BETTY BALFOUR: (July-Oct.) A Spanish type with many huge purple flowers having a white center. Most striking. Price \$1.20 each; 3 for \$3.25.

LANUGINOSA CANDIDA: (June-Oct.) A Chinese woolly leaved form. Pure white with a white center. Price \$1.30 each; 3 for \$3.25.

LAWSONIANA: (June-Oct.) Another Chinese type. Bright blue slightly flushed with a tinge of mauve. Petals overlap. Price \$1.40 each; 3 for \$3.75.

Mme. BARON-VEILLARD: (July-Oct.) A sturdy growing sort from the French group. A beautiful pastel tone of lilac-rose that is always admired. Flowers freely. Price \$1.10 each; 3 for \$3.00.

FREE CULTURE LEAFLET With Orders

Mme. EDOUARD ANDRE: (June-Oct.) A fine red with a purplish cast. It is very free flowering and a favorite. Price \$1.10 each; 3 for \$3.00.

Mrs. CHOLMONDELEY: (June-Oct.) A beautiful Wisteria-blue. This is unusually attractive. Price \$1.40 each; 3 for \$3.75.

NELLIE MOSER: (June-Oct.) A fine Chinese type in a beautiful shade of mauve with red bars on each petal. Price \$1.40 each; 3 for \$3.75.

RAMONA: (June-Oct.) The most attractive lavender-blue accented by a disc of darker anthers. A vigorous grower and flowers freely. Price \$1.40 each; 3 for \$3.75.

THE PRESIDENT: (June-Oct.) A very large, richly colored sort. Coloring is a blend of reddish plum-violet and is quite striking. Price \$1.40 each; 3 for \$3.75.

VILLE de LYON: (June-Oct.) A most striking carmine-red with darker tones at center. Price \$1.40 each; 3 for \$3.75.

W. E. GLADSTONE: (June-Oct.) Probably best called a heavenly-blue with lavender tinge. Price: \$1.40 each; 3 for \$3.75.

COMBINING VARIETIES: You may combine three different varieties of the same price for the 3 plant price. Combinations between varieties of different price, however, will not be acceptable. All prices are POSTPAID.

SEE MORE ON BACK COVER



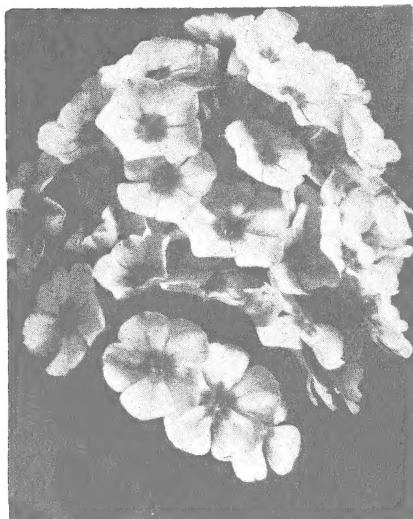
Harrold's Pansy Gardens and Greenhouses
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FORM 3547 REQUESTED



Harrold's
**HARDY
 PHLOX**

THIS GROUP 50¢ each; 3 for \$1.25; 6 for \$2.25; \$4.50 a doz.

Antoinette Six: Large white of excellent habit. Mid-season.
Apollo Red: Deep rose shading crimson. Tall.
Brilliant: Fiery carmine with deeper eye. Early.
Colonial: Light blue. Late.
Comus: Clear cherry red flushed scarlet. Dwarf.
Flash: Scarlet red. A strong tall grower.
George Stipp: Deep glowing salmon with lighter eye.
H. B. May: A good standard bright pink.
Lillian Wells: Soft salmon-pink with white eye. Tall.
Mrs. R. P. Struthers: Very large salmon-rose. Tall.
Painted Lady: Silver pink with cherry eye. Tall.
Prime Minister: The standard white with red eye.
Rheinlander: The best salmon-pink with dark eye.
Starlight: Purplish-violet with white star. Tall.

THIS GROUP 60¢ each; 3 for \$1.55; 6 for \$2.75; \$5.50 a doz.

Apollo White: Large Pyramidal flowers of pure white. Tall.
Border Gem: Rich French purple. Brilliant and tall.
Border Queen: Very large pure rose-pink. Dwarf.
Cherry Ripe: Deep rose shading scarlet. Dwarf.
Frau A. Von Mauthner: Salmon-orange, small crimson eye.
Graf Zeppelin: White with vermillion eye.
July Light: Huge light crimson. Tall, early.
Lillian: Cameo pink, pale blue center.
Marie Louise: A very fine new white.
Mrs. Harding: Brilliant scarlet flushed orange.
New Bird: A new brilliant red of striking shade.
Rosy Blue: An unusual shade as named. Tall, early.
Rosea Superba: Soft pink with deeper eye. Enormous. Tall.
Ruby Lee: Large flowers of plum-purple. Late.
Sweetheart: Salmon-pink with red center.

SMALL FLOWERED CLEMATIS

These are all of medium to small flowering type but are very showy and in many cases are more freely flowered late in the season. Many of them are botanical species of much interest. We have reclassified some moderately large flowered types into this group because of this.

CRISPA: (July-Aug.) Marsh or Curly Clematis these have bell shaped flowers of dark blue and purple. Price \$1.10 each; 3 for \$3.00.

MONTANA RUBENS: (May-June) These are literally covered with moderate sized rosy-red flowers that turn pink with age. Price \$1.10 each; 3 for \$2.85.

MONTANA ALBA: (May-June) A white form of the great Indian Clematis. Price \$1.10 each; 3 for \$2.85.

MONTANA UNDULATA: Of similar form but a mauve-pink. Price \$1.10 each; 3 for \$2.85.

PANACULATA: (Sept.-Oct.) This has been widely grown as the fall flowering Clematis for many years. Flowers are small, star shaped and produced freely. A very hardy sort. Price \$1.10 each; 3 for \$2.75.

TANGUTICA OBTUSIUSCULA: (July-Oct.) An interesting yellow form having tiny lantern or urn shaped flowers. Unusually vigorous and makes a fine shading vine. Price \$1.20 each; 3 for \$3.00.

TEXENSIS: (July-Oct.) A Coccinea Hybrid producing brilliant red flowers of pitcher shape and having a yellow center. Quite striking. Price \$1.20 each; 3 for \$3.00.